

# DESIGN MAGAZINE

2023

ANNUAL DIGITAL MAGAZINE BY FORMETA DESIGN | ISSUE: 3



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## Formeta Design in Numbers



## Our References



B/S/H/

Ferre

borda



LEO  
DRIVE



normod



Femas

CHEFseasons

boqu



STACONN



ETNA

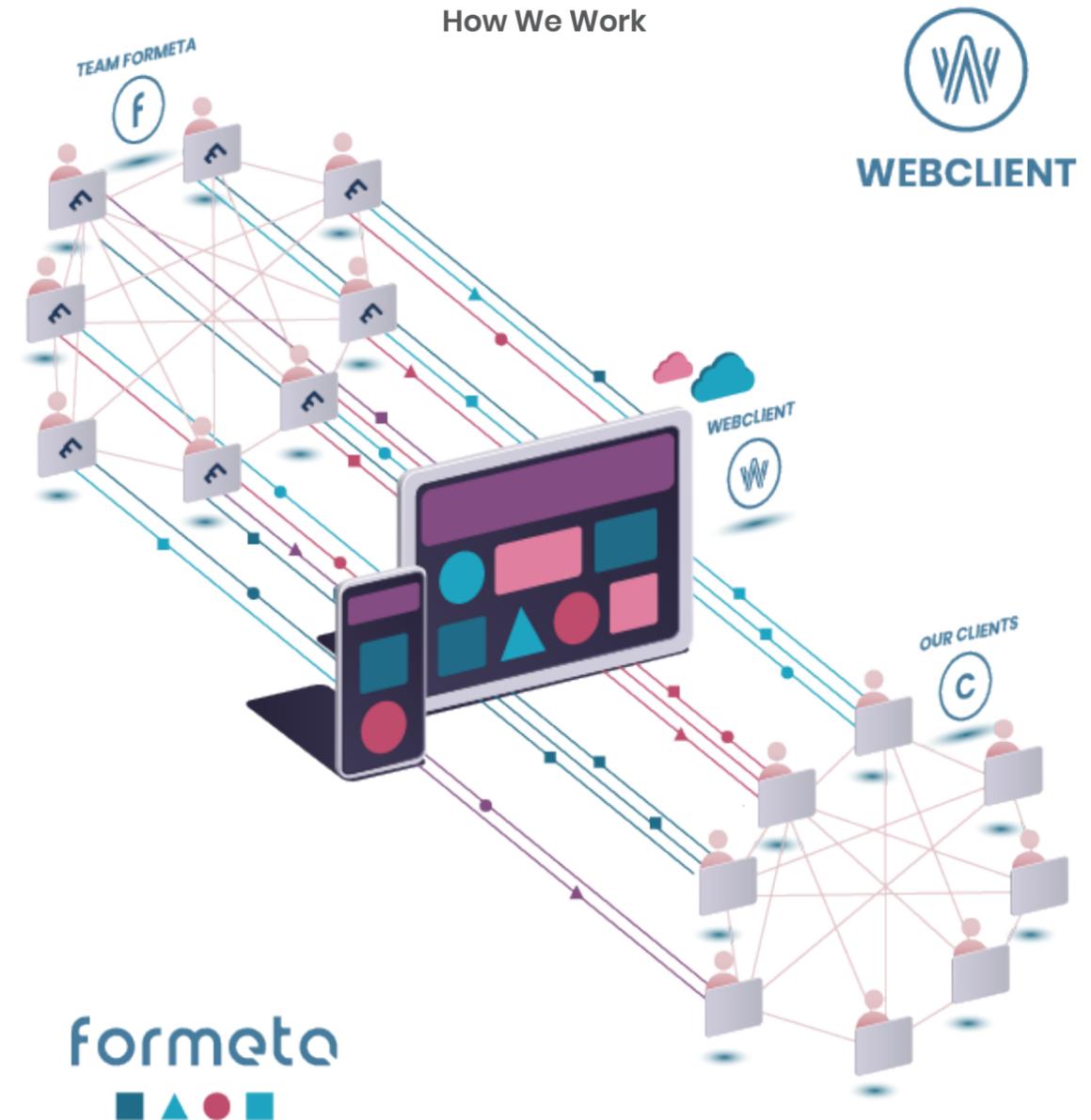
SKYSENS



DORMIO

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## How We Work



**your online design department**

We aim to integrate our business partners' and clients' insights into our design outcomes with our modern approach. While our various offerings make the process easy to access at all levels for you, it also enables benefit to overall design insights that are adding value to your products, services and company.

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We were on Design Week Türkiye 2021 Professional Zone.



One of our products that we participated in this event was entitled to receive the Good Design Award.



Although we are working from our homes during the pandemic, we also gathered in our office to work together on some days.



One of these days, we renewed the signboards of our office.



During the year, we also launched our new sub-brand Formeta House and its first product, Carryfix.



We also completed the works such as packaging, shipping, sales and etc. of Carryfix, the first product of Formeta House in our office.

While the effects of the pandemic continued this year, we had to continue our projects remotely like last year.

## moments from last year

As we continue our works in this process, there have been some moments too that we are excited about. Among these were participation in Design Week Türkiye with the launch of our new sub-brand Formeta House and our first product Carryfix.

# category badges

Thanks to the flexibility of our team, we go through design processes that we customize with techniques suitable for each category's own requirements. In this catalogue, each badge relates to the industry which we supplied design service for.

ID Industrial Design

BiP Built in Products

PD Part Design

CE Consumer Electronics

MD Mobility Design

MT Medical Technologies

IoT Design for IOT

UI User Interface

UX User Experience

DV Data and Visualization

BS Brand and Strategy

IL Illustration



Featured Project of the Categories.  
\*\*Every category has one featured projects



Mobility

10



Industrial

26



Design for IoT

64



Healthtech & Wellness

76



Entertainment

98



Web

110



Branding & Strategy

120

## categories

We use the latest techniques throughout our design process to integrate our client insights and innovative ideas into our design outcomes. Depending on their demand we support our business partners and clients with our creative design actions for hardware or software design. We shape our services for hardware design with the advantages offered by effective methodology of design thinking. Besides, our overall design approach, our hardware design services also consist of our systematic way of meeting specific requirements for a wide range of different fields. We also provide our business partners and clients to make a design for software that also supports meaningful user experience processes for all their software design needs.



## Mobility

14 ★



sPRO  
a No Touch  
Plane Seat

20



UNIBODY  
an E-Scooter

22



ROBIONE  
An Autonomous  
Vehicle

24



KANUNI  
a Double-Ended  
Passenger Boat



- MD
- IoT
- ID
- PD
- UI
- UX

## sPro – No Touch Plane Seat

sPro is the new discourse of our design studio in aviation in order to embody the industry needs in the near future.

From the beginning of the flight until the end, the no-touch seat was designed with a holistic approach to provide full control over the smart device. All components can be controlled from a single channel without touching such as turning on the lights, opening the trays or reclining seats. sPro also improves flight attendants' operations and enhances passengers' experiences and during their flights. Regarding different personas and their varying needs, concepts like "hygiene, privacy and customizability" came to the fore in the design process of sPro.

Client: THY    Year: 2021



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# NoTouch Plane Seat – sPRO

The mobile application designed for S-Pro, can be used as a remote control. So, passengers are provided to have a pleasant time during their flight and all their needs on the plane are met. Thanks to the application, passengers can not only adjust the moving parts in their seats, but also have personalized flight experiences with the application to communicate with flight attendants, pacing order from the flight menu, making a choice and enjoy the visual contents on the wide screen and audio content, IFE, thanks to the innovative sound system. Also, it allows passengers to recline their seats, open their footrests, adjust the head restraints according to their own height and open their trays.

Year: 2022

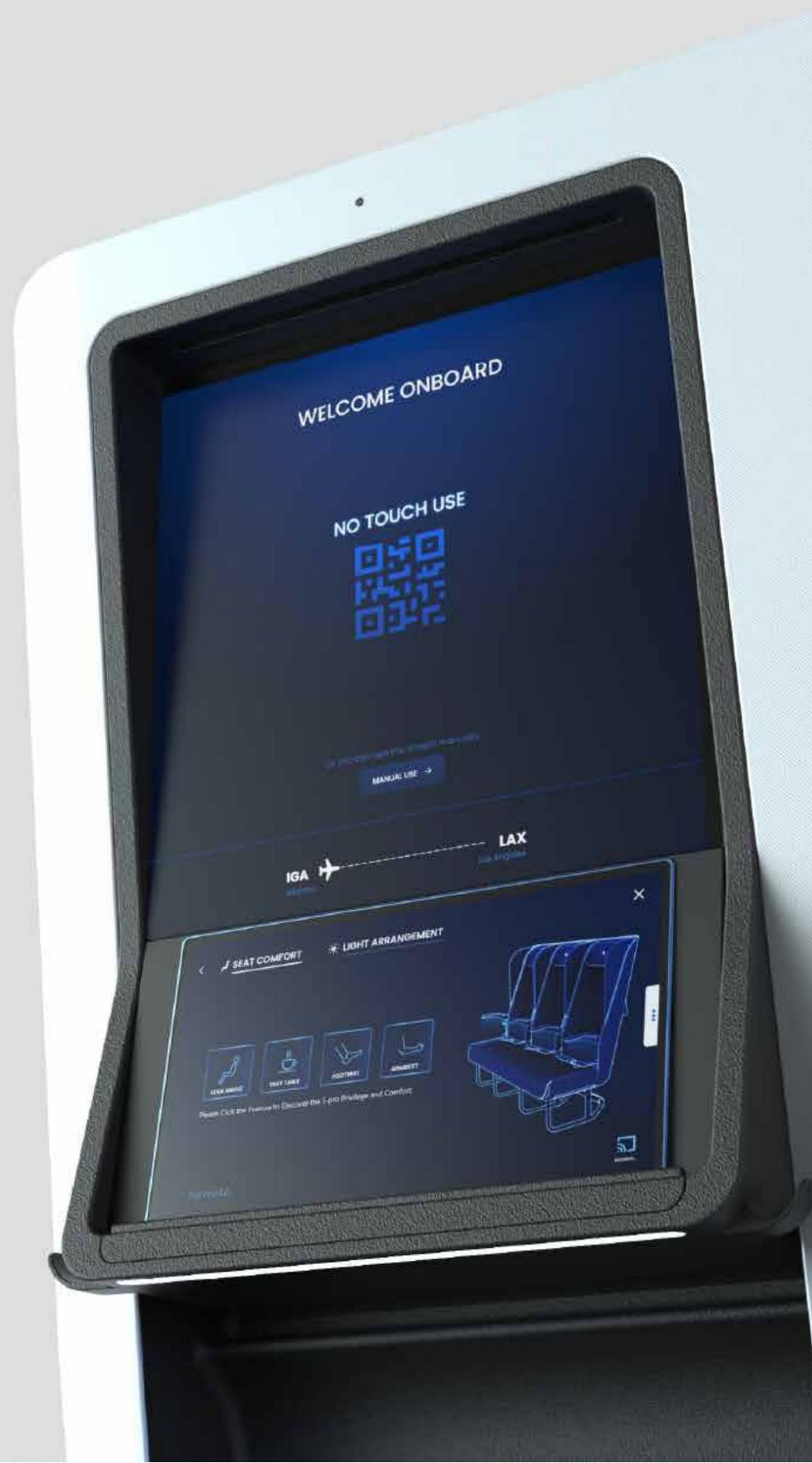


## FEATURES TO CONTROL



## MOBILE SCREEN VIEW





ID PD MD



Good Design  
Award 2021

## UNIBODY – an E-Scooter

Boqu Scooter's iconic appearance has been supported by many details along with enhancing ergonomics. Compact handlebar which consists of entire mechanical parts have differentiated Boqu scooters from its alternatives by giving it a more minimal and compact look without any interrupts in its unibody form. Also, the connection between the manets and handlebars has maden hidden for maximizing end-users' comfort besides their stylish textured appearance. While Boqu Scooter's unibody form and cable-free appearance enhances mobility, integrated lights have been designed for safer driving experience besides lasting harmony of the entire body. By considering safety concerns, additional signal lamps that are compatible with the dynamic structure have been added. The rubber mat design was supported by wavy textures, to maintain the smooth and stable lines same as the form of the scooter. In the same way, by using textures on handles we have gained stylish appearance for these parts along with ergonomy. Additionally, textured design has brought dynamism by interrupting the monotony for sophisticated appearance which is suitable for users. While Boqu Scooter's unibody form and hidden electrical equipment enhance mobility, integrated reflectors have maintained harmony of the entire body. Moreover, multiple led lights of the scooter are adapted seamlessly to each other for minimal look.

Client: Boqu    Year: 2021

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## ROBIONE – An Autonomous Vehicle

Robione, an autonom platform where we designed the exterior components and final appearance for Leo Drive and Robeff Technology, was on display at ADAS Expo 2023.

The Robione is a highly advanced autonomous vehicle that offers a reliable and efficient solution for material handling in a wide range of indoor and outdoor environments. With its cutting-edge lidar sensors and GNSS INS system, it can autonomously navigate through complex environments while adapting to changing conditions, making it an ideal solution for a variety of industrial and commercial applications

Client: Leo Drive    Year: 2023





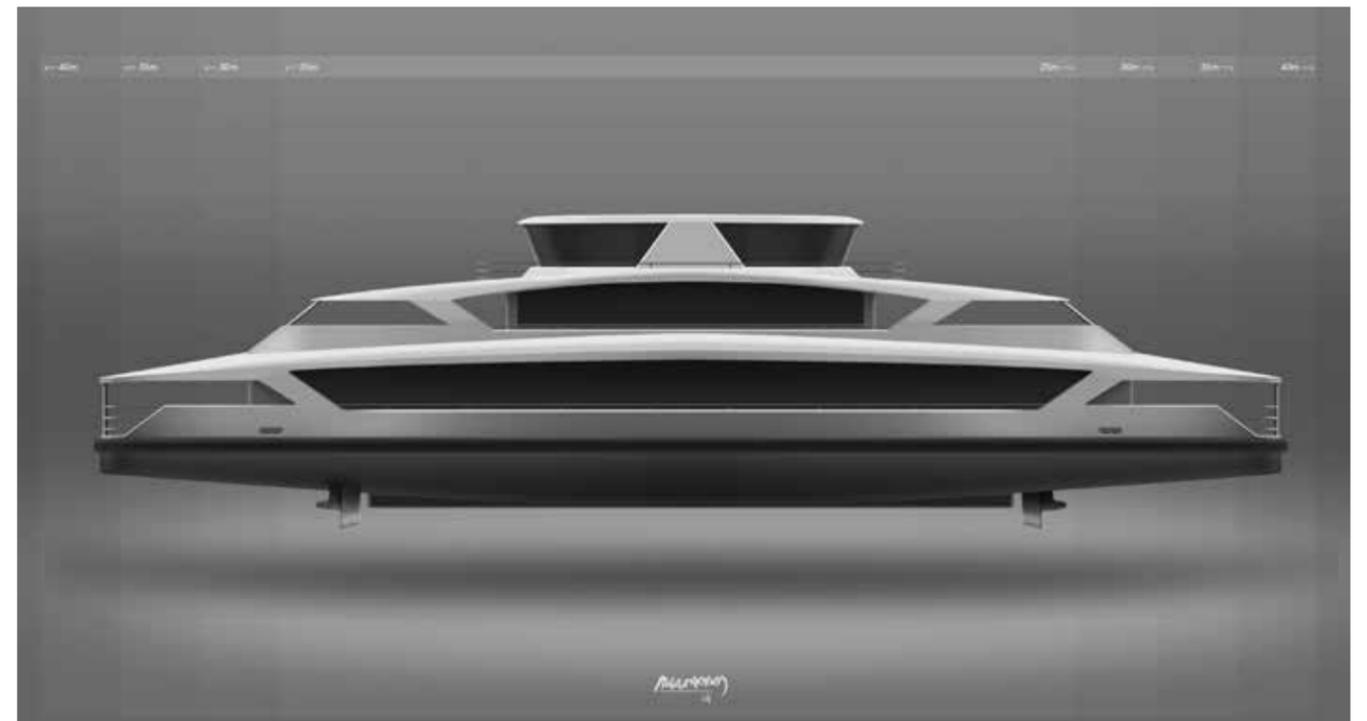
# KANUNI – a Double-ended Passenger Boat

Kanuni is a new generation double-ended boat of Dentur Avrasya Group. The company helps millions of passengers to pass between two continents in 3.5 minutes. We as Formeta Design have made an industrial design of the double ended boat for Dentur Avrasya while the other business partners were developing this giant transportation. We made a design not only for the exterior appearance of this boat but also interior design of the new 37-meters vehicle. The main purpose of this giant boat is carrying passengers on one of the busiest shipping lanes, Bosphorus which is also the narrowest strait in the world. When these new double-ended boats take the place of old ones, the company will transport passengers %20 faster. Because of the company's aim to reduce sailing time and make fuel consumption more efficient, the final design was decided as a double-ended one. Moreover, it supplies a safer journey with the upper mechanical system which allows passengers to be safe when boarding and landing including passengers with disabilities. In accordance with the silhouette of Istanbul, Kanuni has a modern appearance which is supported with curvy lines and color. This Double-ended boat was designed by the team: Mehmet Mert Sezer from Formeta Design Studio and İsmail Alkış from Utopia International Marine. Lastly, the Matesis Marine & Engineering as the main contractor of the project.

Client: Dentur Avrasya- MATEŞİS      Year: 2014



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# Industrial

28 ★



Safe lock  
a Built-in Oven  
+ BEST UI

34



An Island Hood

36



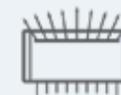
an Extractor Hood

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a Modular Gas Hob

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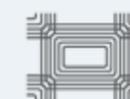
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a Control Panel

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a Foldable Notepad

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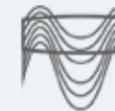
a Portable Handle

60



a Modular Bergere

62



a Portable Handle



- BiP
- UX
- UI
- ID
- IoT
- ID

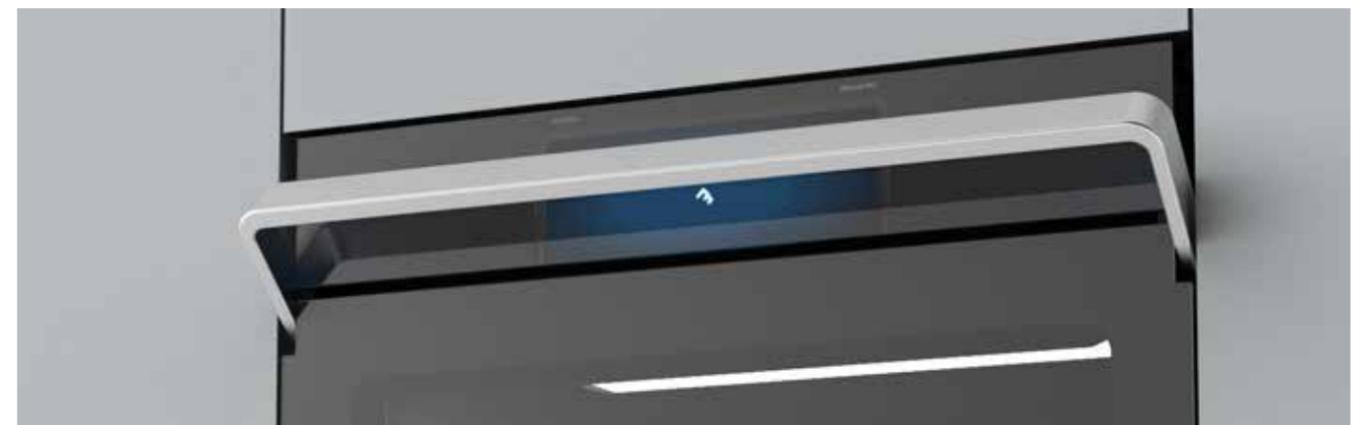
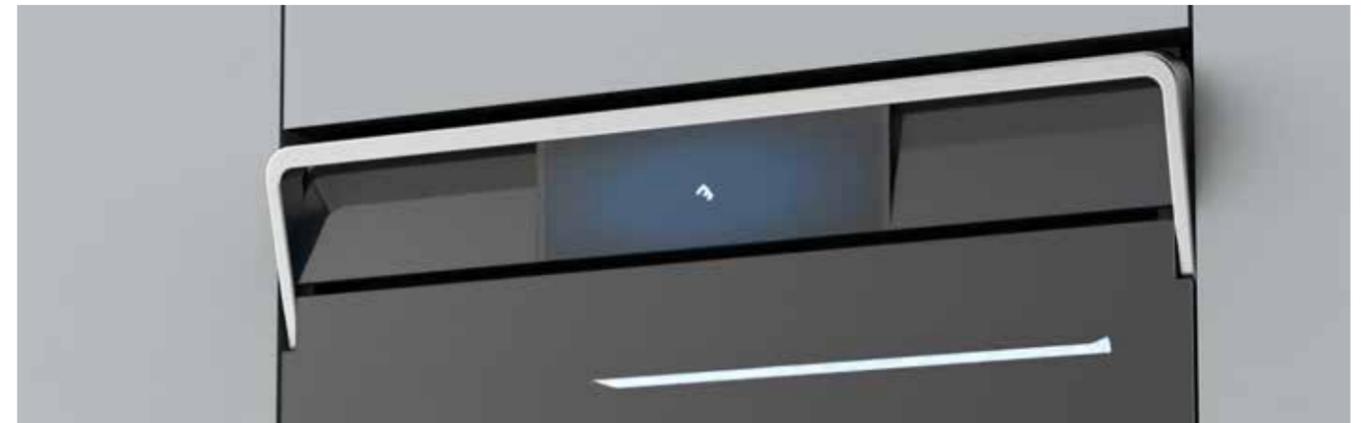
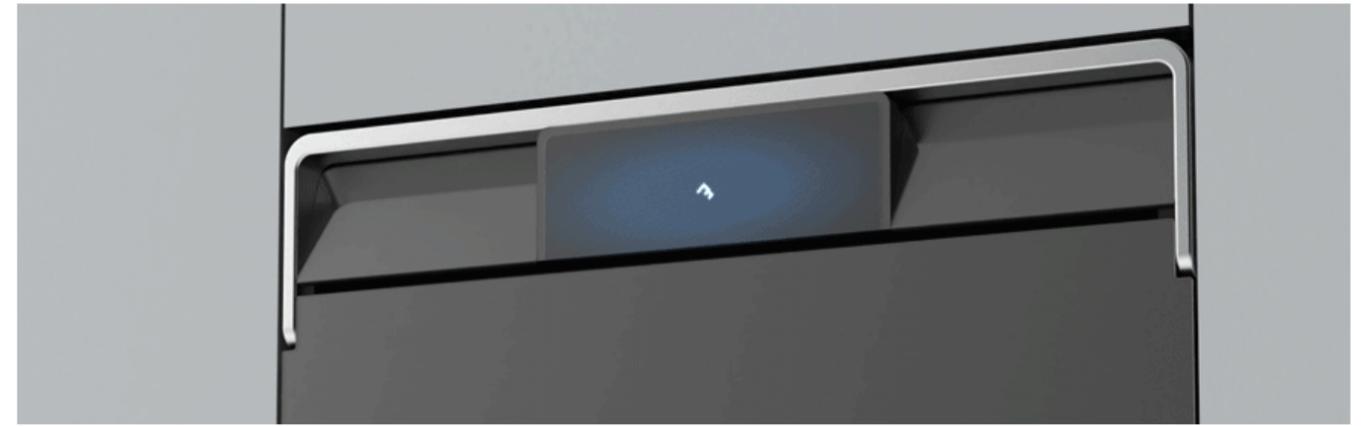
## SAFELOCK - a Built-in Oven

SafeLock, A Built-in Oven Design for Children Safe in the kitchen, aims to provide a safer kitchen ambiance for children. Oven doors/ door bars can cause unexpected dangerous consequences. it's not just a tool to turn on the oven, it's also an incentive for toddlers to reach for higher items (like the hob). Safety Lock's rotating handle and lock system provides a safer kitchen ambiance, while at the same time, its user-oriented easy interface reinterprets the cooking experience. Unlike the existing difficult and complex front panels and knobs, SafeLock has a simple and unique interface. All you need to do is to select the features you want to run and start cooking by selecting them from your phone or the front panel.

Client: Formeta Vision      Year: 2022



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- UI
- UX
- IoT
- ID
- BiP

## SafeLock Built-in Oven

SafeLock, a latest disclosure of Formeta Design, aims to provide a safer kitchen ambiance for families with children. Because of its shape and height. Oven doors & door bars can cause unexpected dangerous consequences. it's not only just turning on the oven, but also an incentive for toddlers to reach for higher items (like the hob). Safety Lock's rotating handle and lock system provides a safer kitchen ambiance, while at the same time, its user-oriented easy interface reinterprets the cooking experience.

Year: 2022



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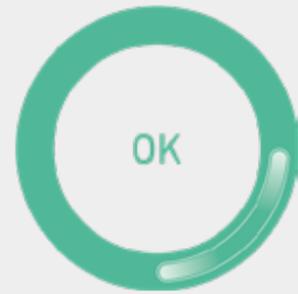
## FEATURES TO CONTROL





UI UX CID

# BEST - an Built-in Oven

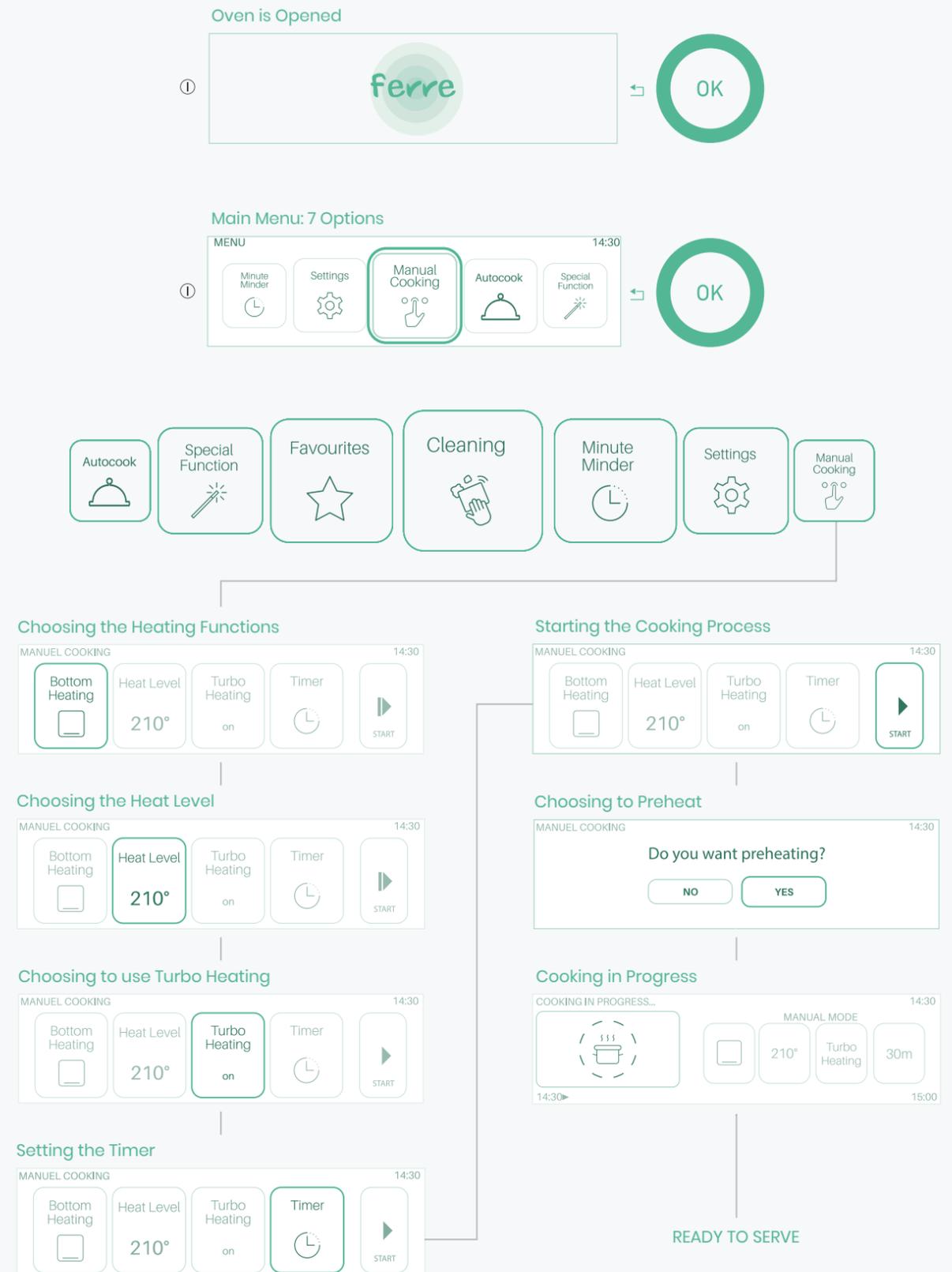


A new look of user interface panel design of Built-in Oven for Ferre. Neon green color was chosen to fit Ferre's own corporate color which is the complement color of Ferre's orange. Besides this, neon green is the colour of the future which was selected precisely to represent the vision of the company for the future. The whole user experience is shaped around the wheel touch. Because of circular rotation movement, all display screens are designed to imitate the tangible circular motion. Thus, the end user perceives the screen as completed by itself and the user experience goes beyond the screen.

Client: Ferre Year: 2019



## WORK FLOW





## AN ISLAND HOOD

Andromodel island type hood, named after Andromeda, is designed to meet the aesthetic and functional expectations of consumers for large-area island-type kitchens with its aesthetic appearance. Considering the consumer needs in the design process of the Andro, an angled form has been created so that the surfaces that are in eye contact are directed towards the user. In addition, with the square-based body form designed for Andro, expanding towards the middle and narrowing at the ends, so the mass appearance has been thinned and the product has been given a more elegant appearance. The functional led light that has been embedded as a thin strip form, ensures a delightful cooking atmosphere for end-users.

Client: Ferre Year: 2020



BiP ID PD



## AN EXTRACTOR HOOD

Boldline hood is an angled hood designed for Ferre's high-end hoods range. Thanks to its double-glazed structure positioned on its inox body, it is distinguished from its counterparts. The silk-screen printing patterns used on the upper part were inspired by the "texture dynamism" movement and contributed to the product to have a modern appearance. Boldline's aesthetic design was achieved with a structure that curves downwards from the upper part, thus providing a more effective usage area for the user in narrow spaces than its equivalents in the market. On the lower part, the curved structure is flattened downwards to position the control panel to enhance accessibility for the user. The light is positioned to provide effective lighting in order to provide a rich cooking experience.

Client: Ferre Year: 2021



BiP ID PD

## A MODULAR GAS HOB

As Formeta Design we made a collaboration with Ferre to remain their latest design line for built-in gas hob. The SL60m's modular and easy-to-use pan support grids prevent user-based position errors. Additionally, the SL60m has horizontal grids in contrast with the widely used vertical gratings. Through SL60m's stylish knobs, we transformed the hard-line image by creating a much more modern and sporty image considering the end user's perception. SL60m is a hybrid product. Unlike the one-chamber modular grating ones, it is modular but the long horizontal structure was preferred to increase the pot holding surface on the grids. Thus, the maximum holding surface minimizes the accidents that may occur in the kitchen. The aesthetic product has been designed by ensuring the harmony of high-quality inox metal and enamel.

Client: Ferre Year: 2020



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## A CONVECTION HEATER

A convection heater, designed by Formeta Design for Arçelik, uses convection currents to heat and circulate air. It's quite common to find in every type of house because of its portability and adaptability. What the convector heater of Arçelik just needs is an electrical connection, to begin an easy-to-use warming journey. There are two usages of convection heater thanks to its wall-mounted feature which gives individuals the option of hanging it on the wall by simply removing feet. As another option, it is suitable for portable usage with its movable feet and ease of carrying. With its functionality which is supported by its modern and minimal appearance it can be usable for answering demands both commercial and industrial.

Client: Beko Year: 2016



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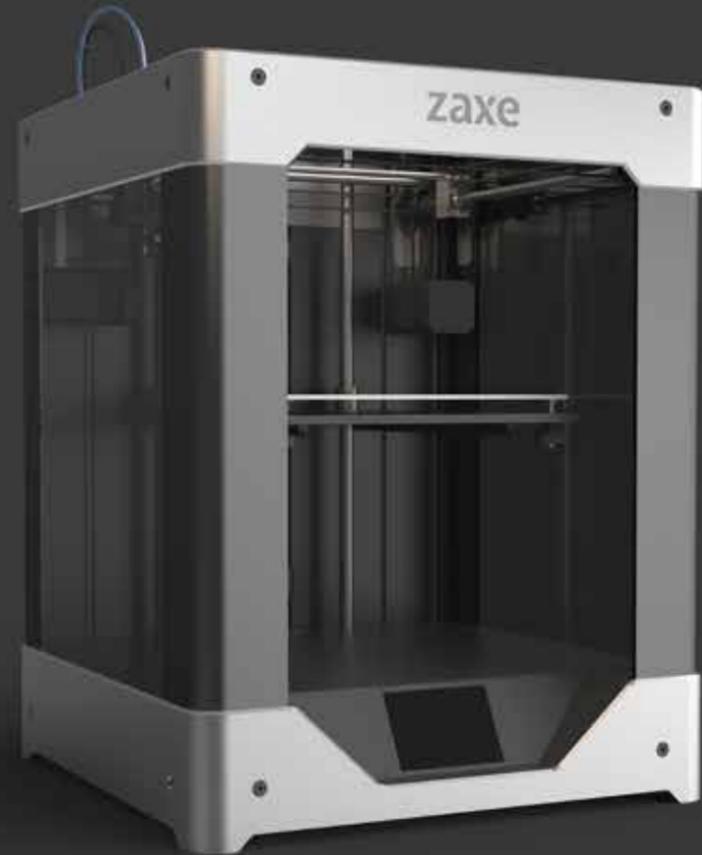




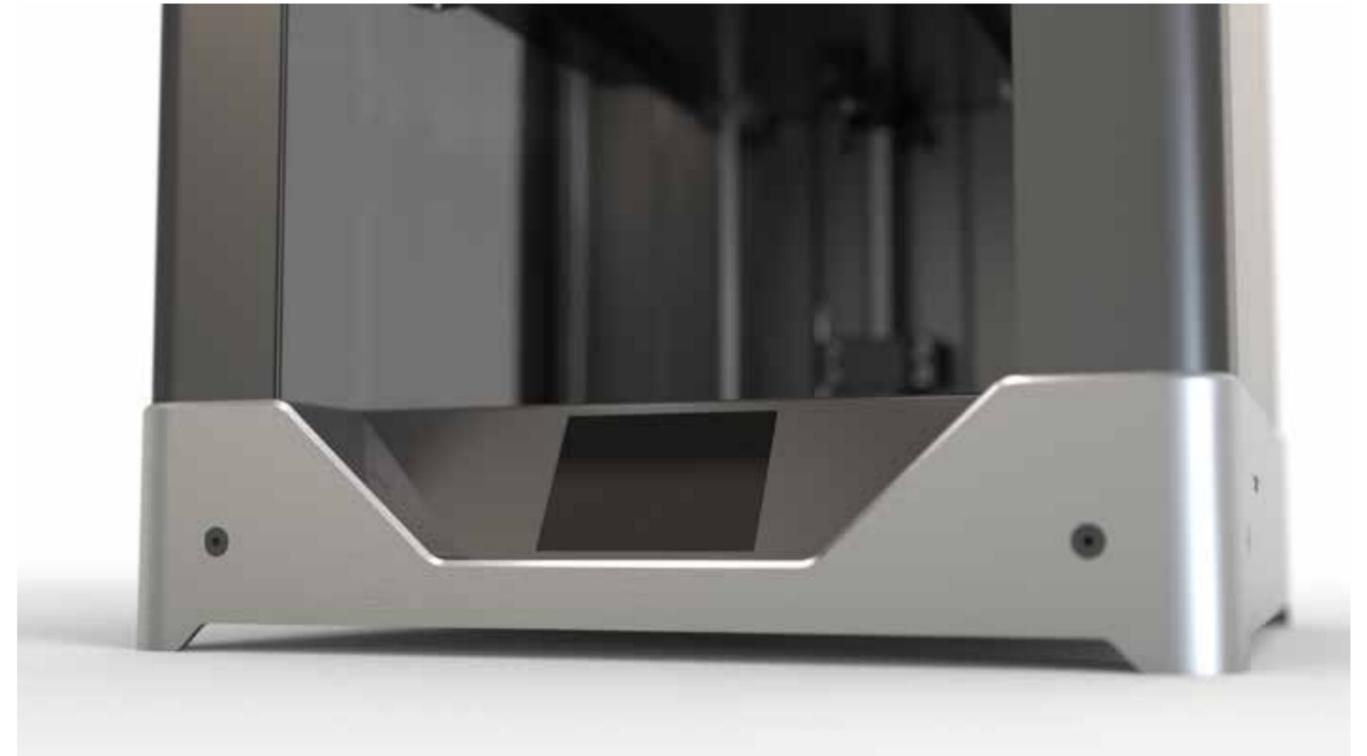
## A 3D PRINTER

Zaxe, one of the first 3d-printer-manufacturers to catch the boost of additive manufacturing era, is still the pioneer brand for 3D Printers in Turkey, As Formeta Design, we made a design for the company while defining their design language and parameters. Our main purpose was to create the product that abandoned its industrial appearance and gained new perception as being consumer electronics. In addition, the most important point of our design approach was making a design of a 3D printer which looks rigid and high-end besides its domestic appearance. Additionally, The first generation 3D Printer of Zaxe which has 3 in 1 extruder head design which reduces the part number and solidifies the piece with the help of its innovative head design. Also, Zaxe v1 has a multifunctional, unibody and CNC milled aluminum block which provides cooling and heating systems, X – Y axis bearings and direct drive filament extruder. Because of technical reasons, the project maintains its concept design status.

Client: ZAXE    Year: 2015



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## A MEAT PROBE

Meat Probe, designed by Formeta Design for Arçelik, provides users to cook meals in the oven at the right temperature. With three different sensors on it, it is possible to increase the cooking experience by controlling the cooking difference simultaneously between inside and outside of the meat. During the development of the Meat Probe of Arçelik, we considered not only the ergonomic and aesthetic of the form but also the end-user's need for cooking meats at the ideal temperature and serving them at the proper time. Thus, we developed an innovative meat probe system which enables individuals to measure both inside and outside of the meat.

Client: Arçelik    Year: 2016



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## A CONDENSING UNIT

Most of the time, condensing units are wanted to be hidden as an assets of industrial fields. Also, they are generally placed outside the buildings as a requirement and their places are picked in the hidden corner and covered with wire mesh or etc. With a well-organized design process, we transformed the condensing unit into the well designed product by changing its perception of being an industrial asset. Our parameters were defined carefully to design the condensing unit of Emerson within the high technological requirements. Also, we changed the perceptions of users through the design of condensing units from industrial compulsory products to designed objects with its form and functionality. After our discreet design process, the new generation condensing unit of Emerson became the product which can be used for maximum productivity without hesitation.

Client: CFM    Year: 2019



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## A FREQUENCY CONTROL UNIT

We as Formeta Design have made a design of a pump and booster frequency control unit for Etna which is one of the significant brands for HVAC systems in the Middle East. We made a collaboration with Etna in order to develop their hardware product. Making a design of a technical device like 'Hydrokon' was a challenge considering the location and purpose of the product. The control panel has a high risk of water intake which can cause a great disaster. We solved the problem with the new control panel system with double top covers to separate units as electrical and plumbing system. With its visual consistency between all components likewise, the new product reduces the risk of water intake to zero. Also, it enables easier checking and interaction processes in a more controlled way. Additionally, we transform the industrial appearance into the more compact one as a continuation of the former design that we have made for Etna's hardware products.

Client: ETNA    Year: 2019



formeta



ID PD

## A PUMP CONTROL PANEL

Hydropan, designed by Formeta Design from the beginning to manufacturing, is a control panel which enables control and display modes and faults of a single pump booster. Also, it includes one extra version which is the double pump booster of control panel with the alarm kit and it consists of control and display modes. The compact and minimal structure was chosen to define the new line of Hydropan Pump Systems. While the control panel has an industrial appearance, dynamic lines and surfaces were added to emphasize the control panel eye-catching look. Unlike the old white version of the product, blue and red shiny plastic materials, the same color with pump system, were chosen to complete the pump system in the sense of harmony of appearance. As a result of this colour difference, we classified the boxes as well, while the blue one is used for control and display, the other red one is used for the alarm and fire control.

Client: ETNA Year: 2018





# A FOLDABLE NOTEPAD

Wristwatch, as a result of our collaboration with the entrepreneur Seni Sulyman, is an individual project which is the new concept of a foldable leather notepad: a new way of taking urgent notes in daily life. Our design problem comes from digitization which affects today's world drastically so we are experiencing new worries which didn't exist before. All devices that we use in our everyday lives need a charge to use them, so we have gained new priorities which come from the new era habits such as frequently checking batteries and carrying battery backups. Thus, these behaviors convert into necessities for our lives. So, that brings a new question about our ways of living.

### Why do we need a chargeable device to take a quick note?

Our reply to this question is Wristwatch which was designed in order to make daily lives easier regarding individuals' habit of taking digital notes. With the help of a new way brought by Wristwatch, one can take a note instantly without the need of digital devices and their battery struggles. With its metal structure It can be foldable and also durable at the same time.

Year: 2013



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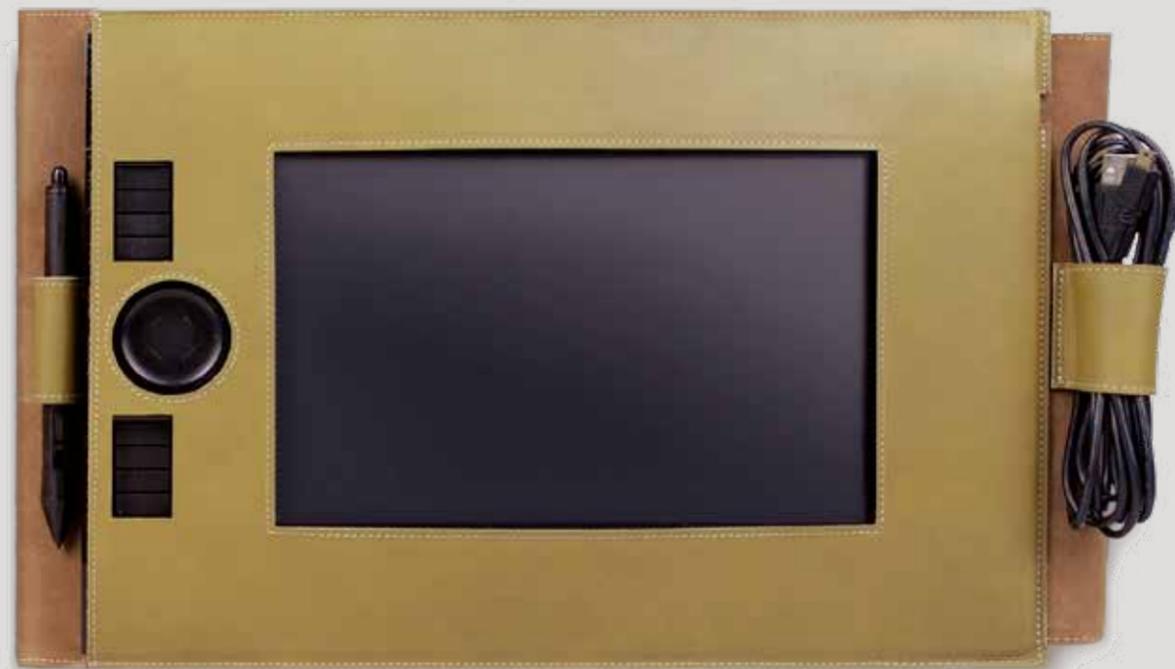


PD SG

## A TABLET CASE

Tabletcase, designed by Formeta Design as an individual DIY soft goods project, is the easiest way to carry the graphic tablet with its components altogether. Although it started as an individual need, our design team recognized a great opportunity for this market and have made a design of Tabletcase for Wacom Intuos 4. This bespoke suede case makes it easy for designers to carry their graphic tablets (specifically the Wacom Intuos 4) and all its components safely between work and home without the need for an extra bag. Better yet, the tablet never has to come out of the case thanks to cut-out spaces in the material that leave controls and even the power port visible. Also, there's a special place to keep the ultra-sensitive pen secure and handy. Additionally, the tablet case's design comes in two types of leather such as vegetal and suede while producing them. Moreover, it is obvious that Wacom Intuos4 is more remarkable in customers' eyes with this tablet case. Just take it to-go, then unfold, plug in and get to work!

Year: 2013



formeta



ID PC

## A SPICE GRINDER

is the spice grinder designed for Chef Seasons' new spice grinder series that are designed in line with the brand's innovative, creative and surprising perception. As a result of our research at the beginning of the design process, users are not keen on using spice grinders in only one way but they use spice grinders in different ways. But the problem is, common spice grinder designs are proper only for using the scenario which is holding the bottom part and spinning the cap. So, we focused on the alternative scenario regarding other users and made a design for easily fitting the hands and led users to spinning the bottom part. So, the top part of the bottle is designed with a texture, thus increasing the grip and providing convenience for the users. The textured structure is continued in the glass part of the product for ergonomic spinning. Besides, preserving the design line and achieving an elegant appearance. Additionally, the second innovation of the Ergo Spice Grinder is guiding the user in terms of grip thanks to the angled mouth part, while the problem of opening the cover during use is solved with the recess separating the glass part from the mouth part.

Client: Chef Seasons    Year: 2020



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BS

## a Phytofarma Packaging

Endemic Fitofarma is a new phytopharma company that has a large scale of aromatherapy and phytotherapy products such as plant-based creams, hydrosols and essential oils. As Formeta Design, we have made the branding & strategy for Endemic Fitofarma. For the correct positioning of the brand in the market, logo and corporate identity elements were created in accordance with the "Wellness" theme. In the same way, the corporate color palette of the brand was created with various soft colors reflecting a consistent visual language with this theme.

Client: Endemic Fitofarma    Year: 2019





## LEVY – a Modular Bergere

Levy of Normod, which is a fully modular fauteuil, does not need an extra tool for its installation. As Formeta Design, we undertook the industrial design part of the project which has already received a lot of attention. Levy emerged as a result of the harmonious work of Normod and our team.

Client: Normod    Year: 2022

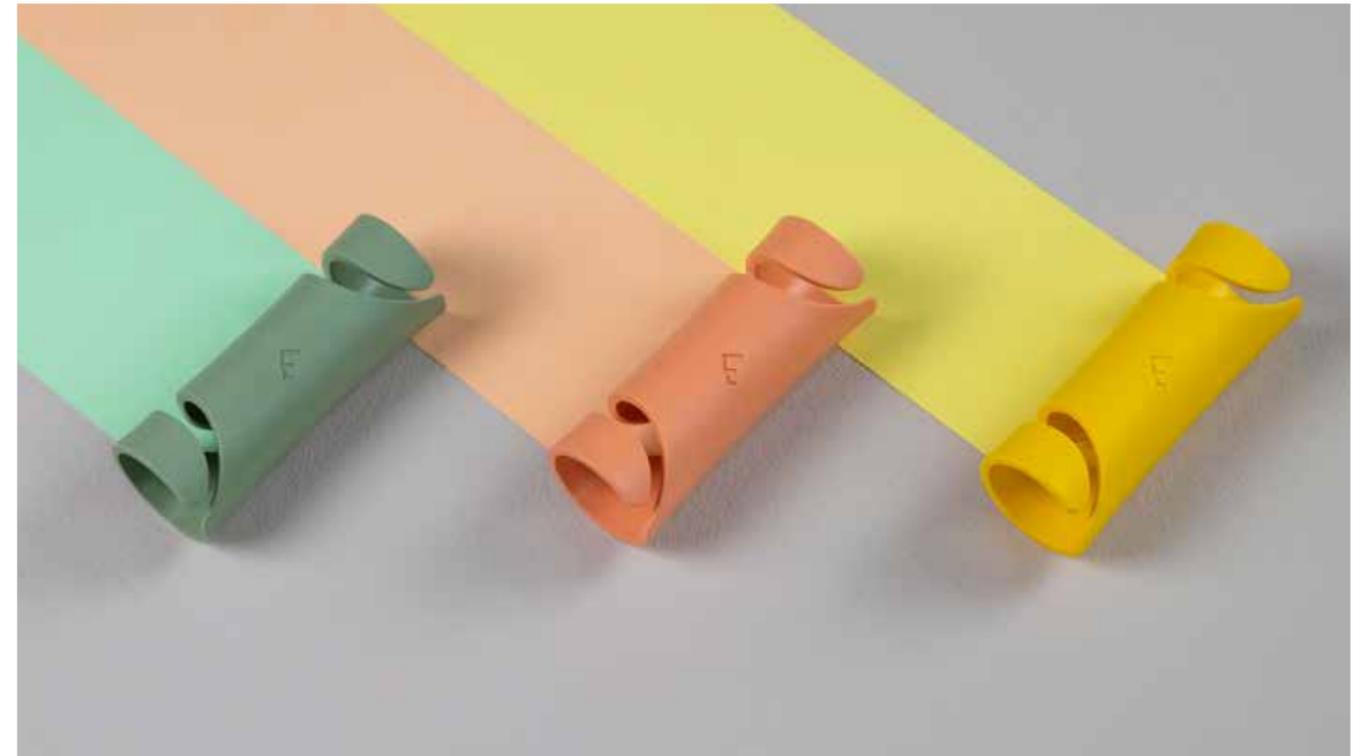


PD PC

## CARRYFIX – a Portable Handle

Carryfix is an innovative tool to facilitate shopping bags handling. The main purpose of Carryfix, control the pressure of the weight and distribute equally on hand which causes hand discomfort and muscle problems. A unique system, designed and licensed by Formeta Design, allows the user to insert and take out shopping bags by turning it around. It's as simple as it seems. Also, it's possible to insert more than four bags at the same time. Thus, as a result of gathering shopping bags altogether, bags are taken under control with this new smart locking system. Carryfix, an individual project of Formeta Design, is complying with any kind of bag regardless the size or type of the bag to reduce people's suffering by preventing hand discomfort while carrying heavy bags.

Client: Formeta House      Year: 2021



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## Design for IoT

66 ★



an AI Assistant

74

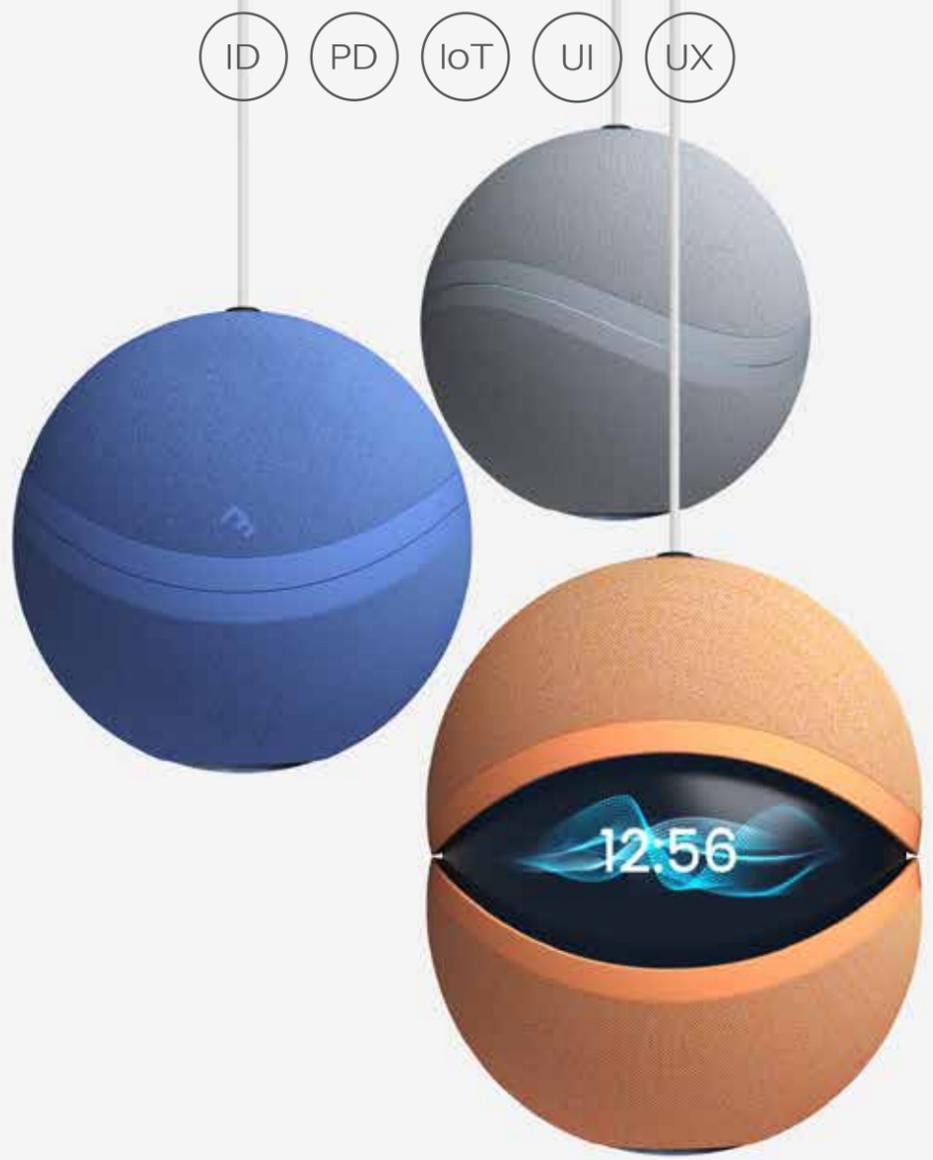


a Smart Box

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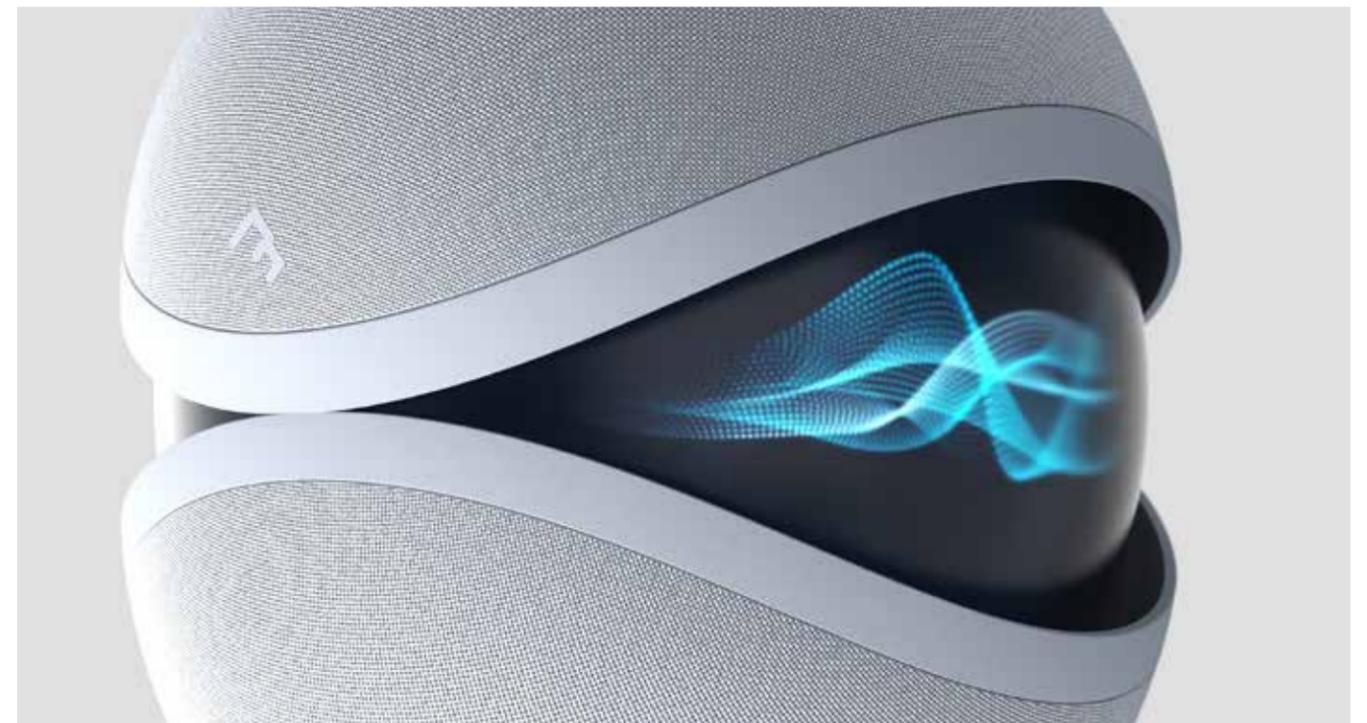
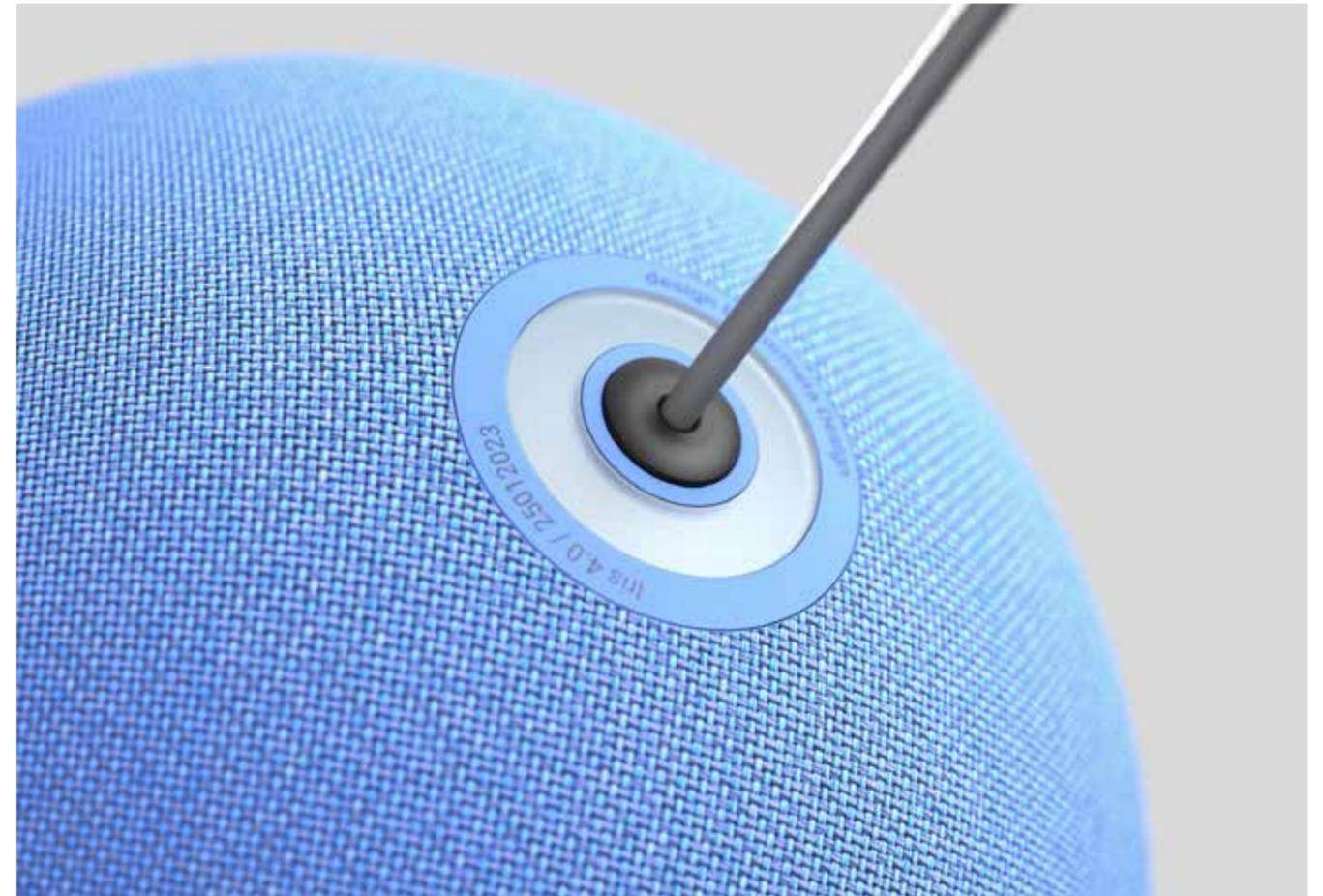
a Pet Tracker



## Iris 4.0 – an AI Assistant Device

Technology is changing really fast, so is design. We are living in the era, every piece of products and devices evolve to catch the next generation. So understanding of the product and its perception of appearance is much weaker in people's mind than it was compared to several decades ago. In today's world, you can not picture their form when someone talks about wearable devices, but if someone talks about a fridge or a chair, you can immediately understand the form and usage of the product. So, what is the right form of the devices which occurs in industry 4.0? To question this problem we chose to create a future-oriented product, an AI assistant, to extract the meaning of its existence. Iris is the result of this examination.

Iris is an AI assistant device which is designed by Formeta Design. In accordance with our lives, the devices we use are getting smarter. And we expect more function and benefit with fewer devices. It was the result of an emerging AI assistant at home. But the point is there are a few strong evidences to exhibit evolving of this device in the future.



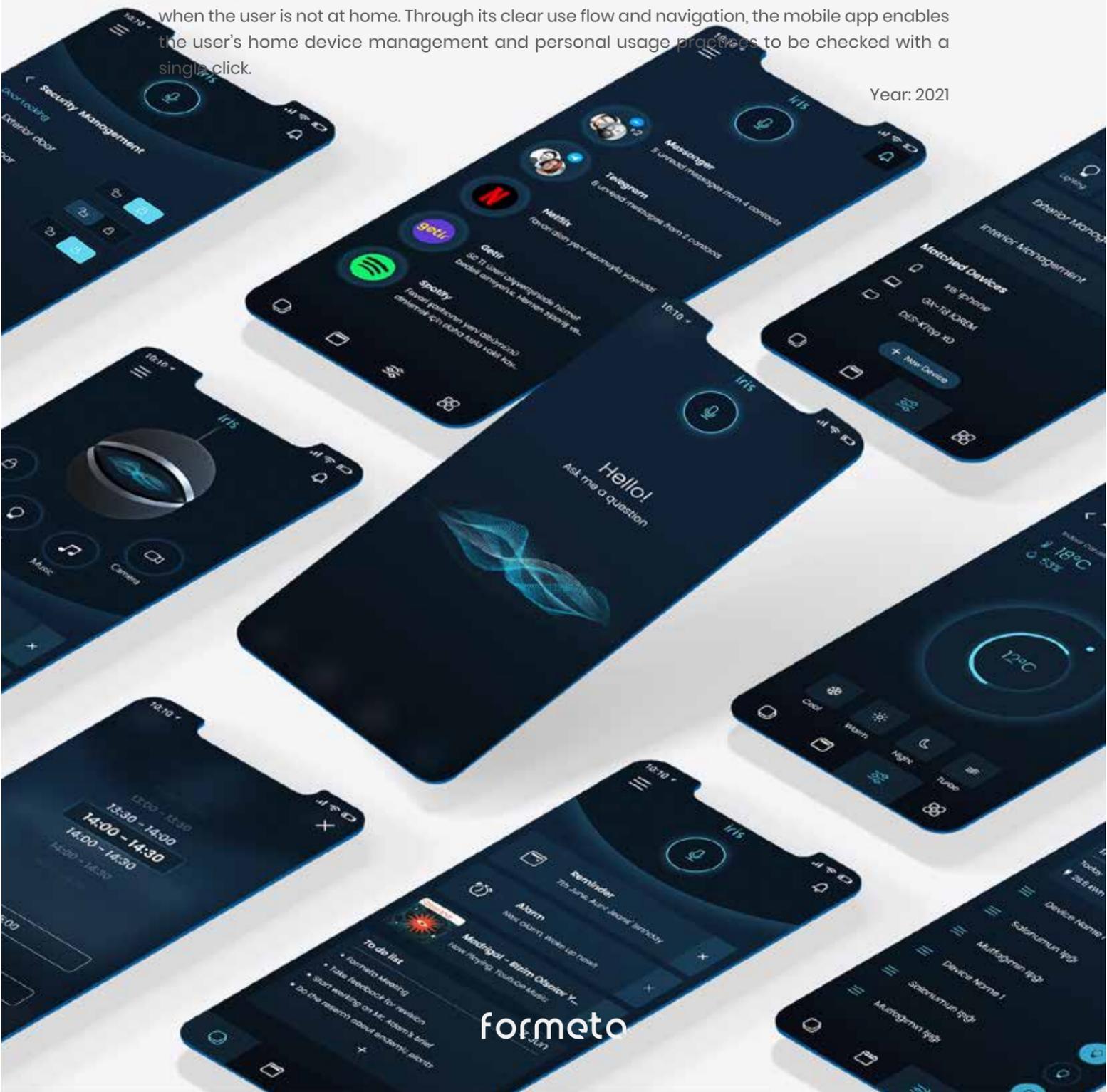


UI UX IoT ID

# IRIS – an AI Assistant Device

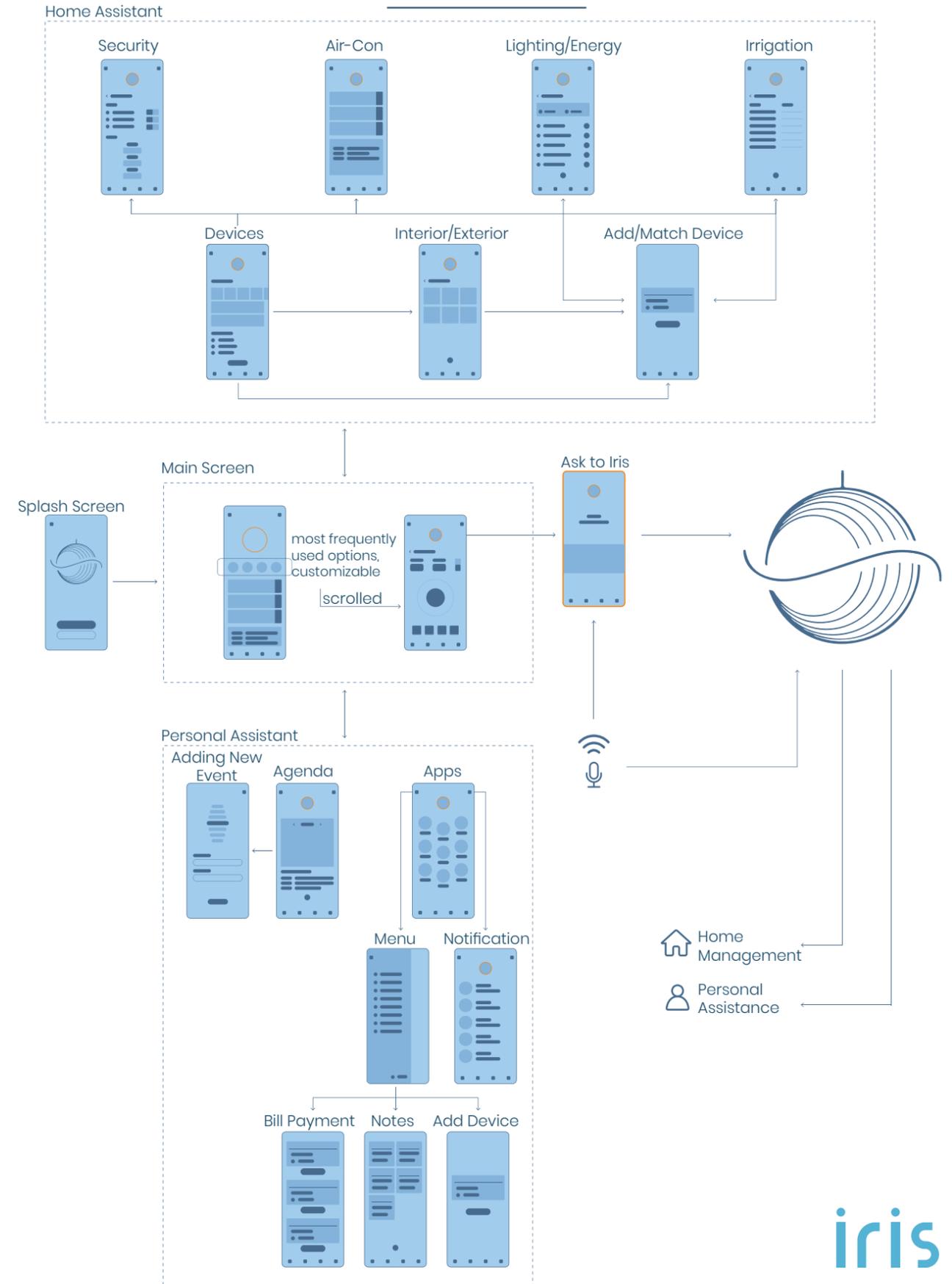
In the mobile interface of the Iris 3.0, attention was paid to the selection of colors consistent with the Iris 3.0. While the mobile application is used more efficiently thanks to the strong signal of the Iris, it also allows the users to continue the experiences offered by the Iris when the user is not at home. Through its clear use flow and navigation, the mobile app enables the user's home device management and personal usage practices to be checked with a single click.

Year: 2021



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## APP FLOW



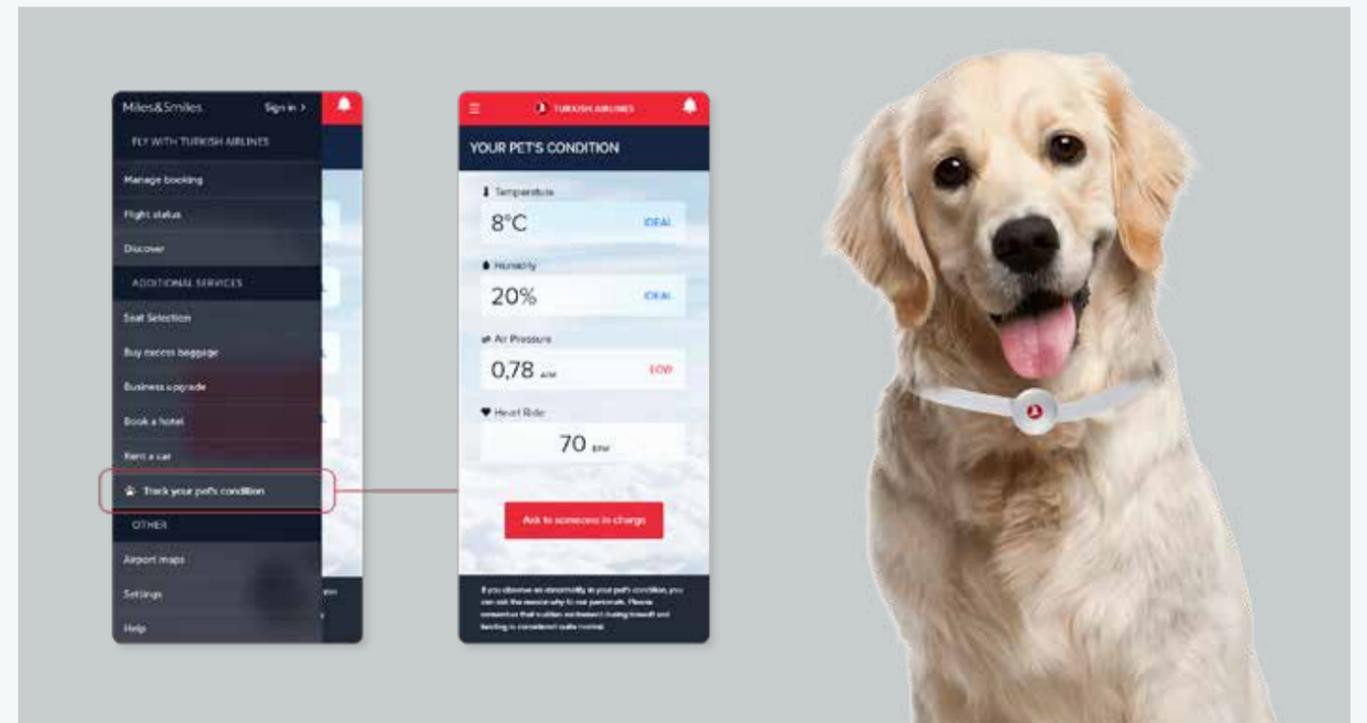
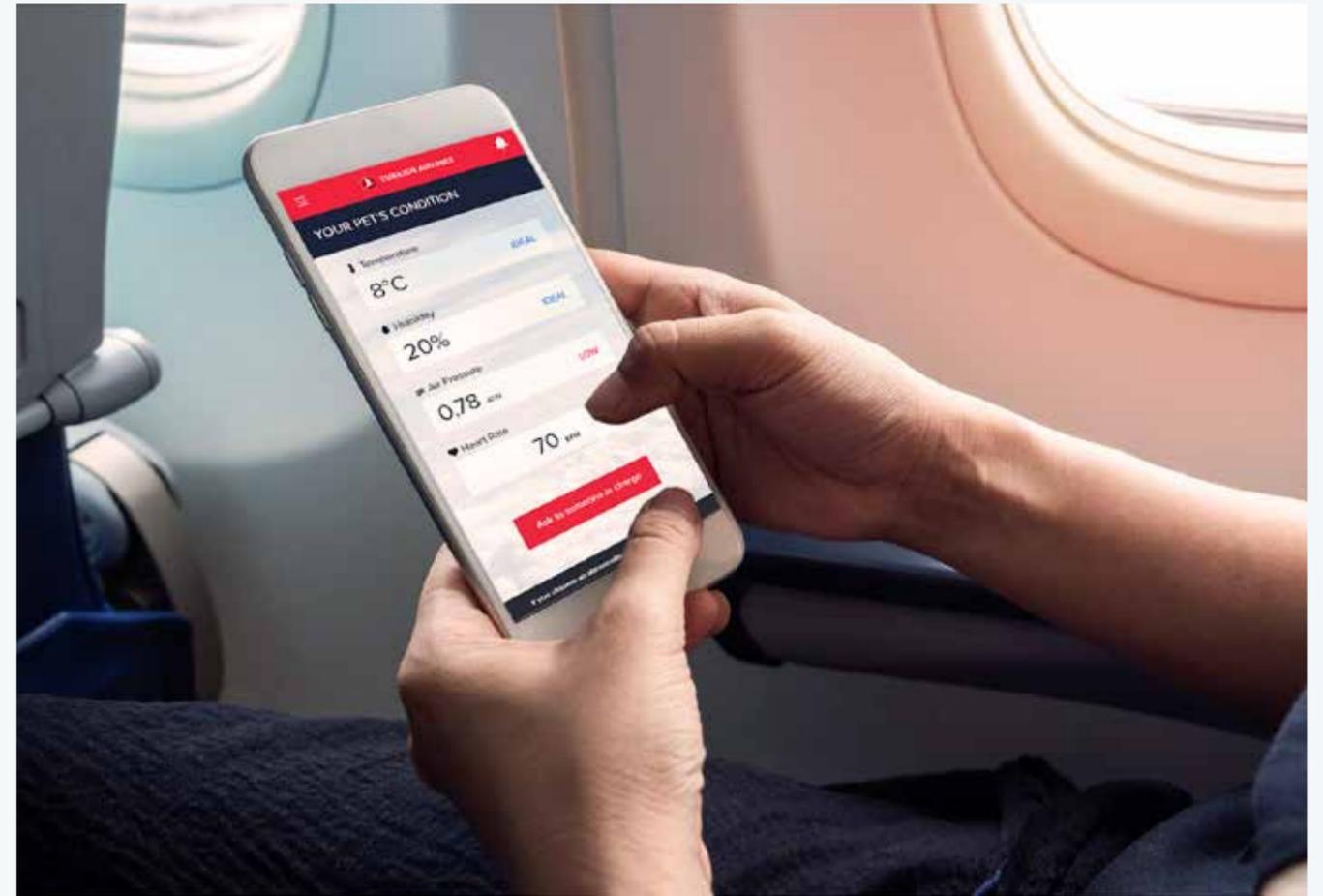


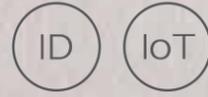
UI UX ID IoT

## A PET TRACKER

Pet tracker is a conceptual mobile application supported tracker design that allows you to monitor the instant conditions of your pets that are entrusted to the luggage during the flight.

Client: THY Year: 2021





## A SMART BOX

EnerjiSA with more than 9 million customers in 14 provinces, manages two main business lines of electricity distribution and sales with operational excellence in Turkey. For the design of their latest product 'Smart Box', they chose Formeta Design's expertise. We made a design of Smart Box which enables individuals to track and make an analysis of their energy consumption, to detect instantaneous increases with its compatible mobile application. Also, the customer can set the billing target and make a comparison between the consumption of individual or the other users. Thus, the end user prevents wasting energy and saving nature with the sustainable tips of the Smart Box. We implied the futuristic, modern and stylish design line for the smart box and created the homogeneous moire by located lights in the middle of the product. Thus, we attained a more innovative appearance for the Smart Box which is suitable for every house.

Client: EnerjiSA Year: 2018



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## Healthtech & Wellness

78 ★



an Infant Tag

80 ★



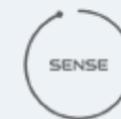
an Asset Tag

82 ★



a Locator

84 ★



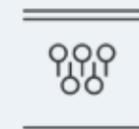
an Asset Tracking App

88



a Retainer Case

90 ★



a Doctor Portal Webapp

94



an Intraoral Device

96



a Wellness Comp.



MT PD IoT

# AN INFANT TAG / A MOTHER TAG

Infant Tag Safety Systems is a RFID healthcare system which is licensed by Borda Technology. It has several components such as infant-tag, mother-tag, badge-tag, locator, reader, etc. to keep newborns safe in delivery rooms and hospitals. Formeta Design made a long-run collaboration with Borda Technology to design both hardwares and software for the company. As a result of this collaboration, Infant Tag and Mother Tag are RFID tags which enable correct infant-mother match and Infant Tag as itself decreases kidnapping risk to zero with Real Time Location System which allows monitoring the location of baby from the birth to the day being discharged. Besides these features, there is a button on both infant-tag and mother-tag for nurse paging in case of emergency.

Client: Borda Year: 2018



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ID PD IoT

## AN ASSET TAG

Assettag, an edge device of Asset Management System, was produced and licensed by Borda Technology. As Formeta Design, we involved the design process of both hardware and software of the product. After recent developments in Industry 4.0, IoT devices converted into more reasonable systems which led to the emergence of a new design field called "Design for IoT". While making a design of Asset Tag, the most essential design criteria we met is customizing. So we used membran for the top part of the product due to changing customer requests over time. The company can just change the membrane of the product to customize it for their clients. To provide these flexible usage fields, the exterior form of the product was being chosen as simple form which allows the company to detect the removal of the product and assemble on every type of the product easily.

Client: Borda    Year: 2018





MT PD IoT

## A LOCATOR

Locator which connects edge devices to the reader to connect the system altogether, is a crucial component of IoT solutions. The whole industrial design process was designed and made by Formeta Design for one of our long-running business partners Borda Technology. Within the integration of crucial advances in IoT technologies we have made a compact design for the smart component of IoT solutions. The optional antenna of the product was hidden in an extra shell which was varying according to ceiling type. By working as a bridge, the locator assures the connection between the main systems and smart IoT edge devices. Formeta Design involved the process of industrial design, design management, concept generation (design sketching, 3D modelling), rapid prototyping (mock-up) and molding design processes.

Client: Borda Year: 2016



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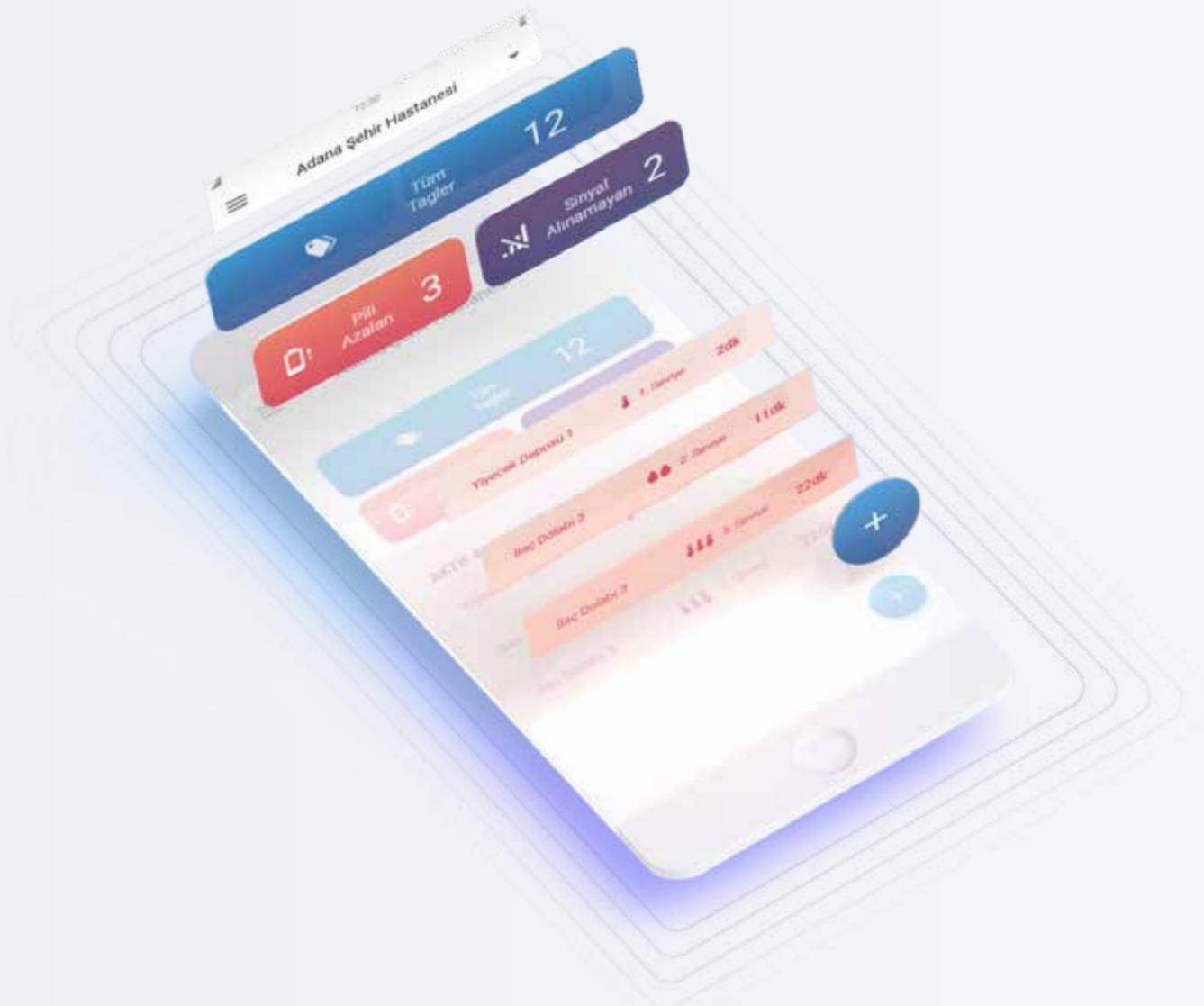


UI UX IoT

# SENSE – an Asset Tracking App

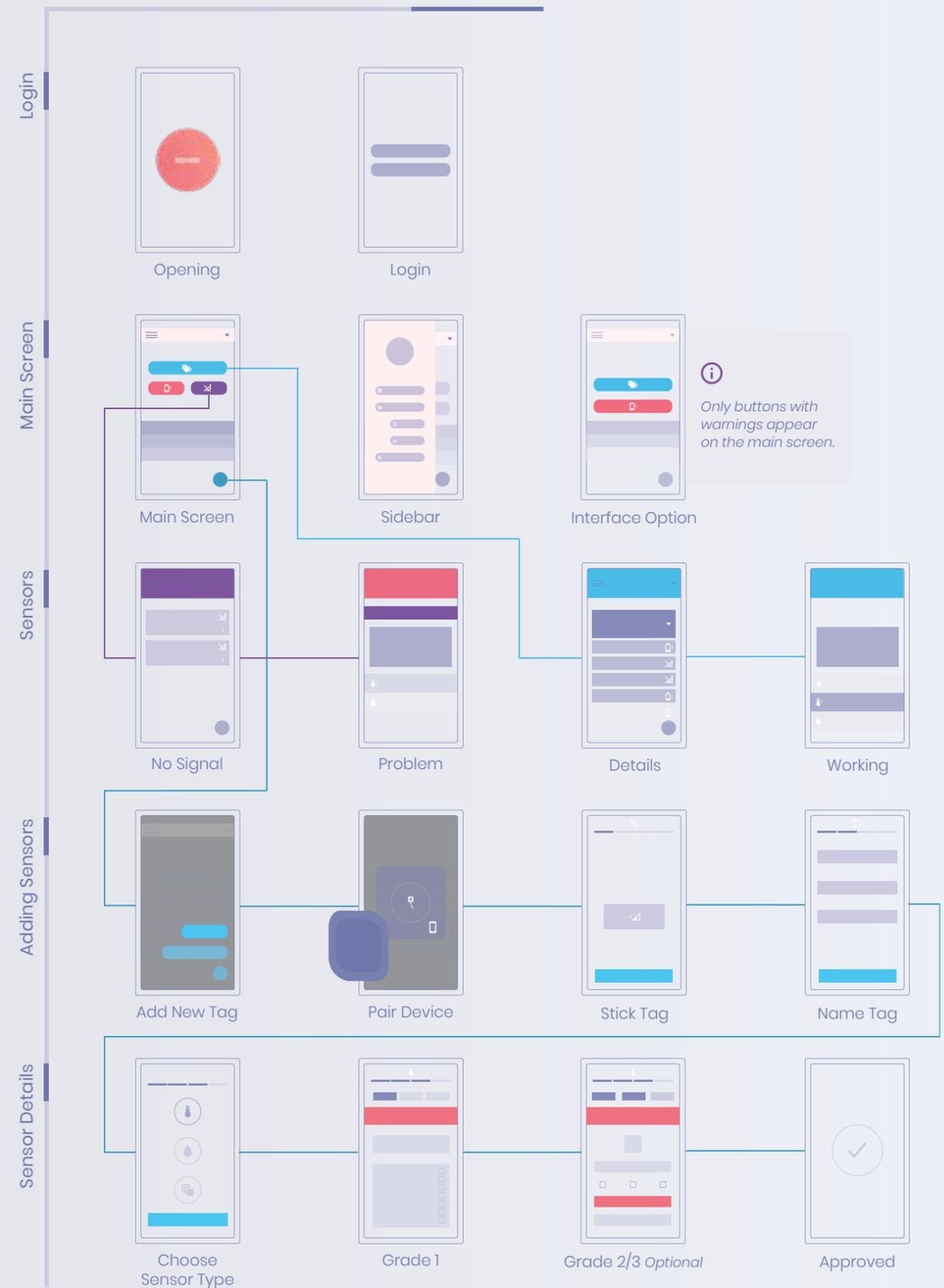
Borda Sense, a new IoT solution for Borda Technology, controls HVAC System simultaneously. There are several determining factors that a system detects temperature, air conditions, humidity, location and determining the orientation of the product to which it is adhered. Both designs of the software and the hardware were designed by Formeta Design to make them unify and compact. Thus we maximize the interaction and usability between them while detecting the key point of the user scenario. Also there are few unique features that Borda Sense informs the person concerned if the values, defined by the end user, are out of the implied critical ranges. By the warnings of the Borda Sense, the person in charge may take an action in the right time and situation can be controlled.

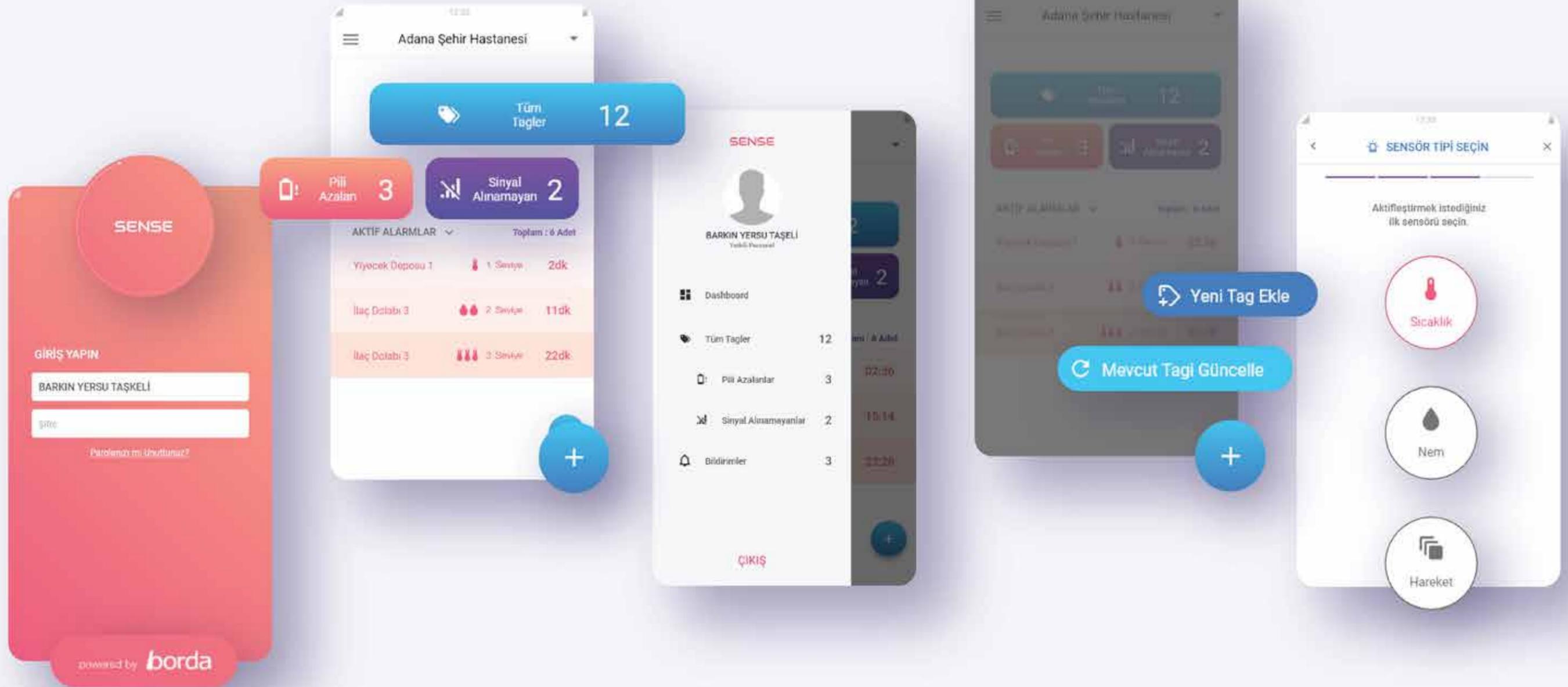
Client: Borda Year: 2019



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## APP FLOW







## A RETAINER CASE

Orthero, a new orthodontic treatment as an alternative to metal braces, offers dental patients a simple treatment by personalized made step by step aligners. Since the company was started in 2015, Orthero has been our business partner. Our company, Formeta Design, has supplied design consultancy services from brand strategy to corporate identity from the beginning of Orthero. Clean Aligners which are custom made according to clients teeth type, need a case box to cover and protect them while carrying. Thus, we made a design of a case box for Orthero which does not look like a medical box but accessories. It was precisely designed by us that people would like to carry in their bag and not to be ashamed to show as a medical box. The form we chose for this new clean aligner box is pearl shell because of the brand strategy we defined for the company. Our design emphasized the marketing strategy of Orthero as our product makes your teeth like pearls. With the new box design of Orthero, clients of the company feel like they don't have a medical device but a good-looking accessory in their bags.

Client: Orthero    Year: 2019



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UI UX IoT ID

# a Doctor Portal Web-App

We redesigned the services of Orthero, which produces clear aligners used by orthodontists and dentists for their patients. The project included Doctor Portal Web, doctor portal app, patient tracking system and patient app for aligner tracker. The system has a complex and purposeful structure, from patient follow-up to controlling the analysis of teeth in 3d Plan Platform.

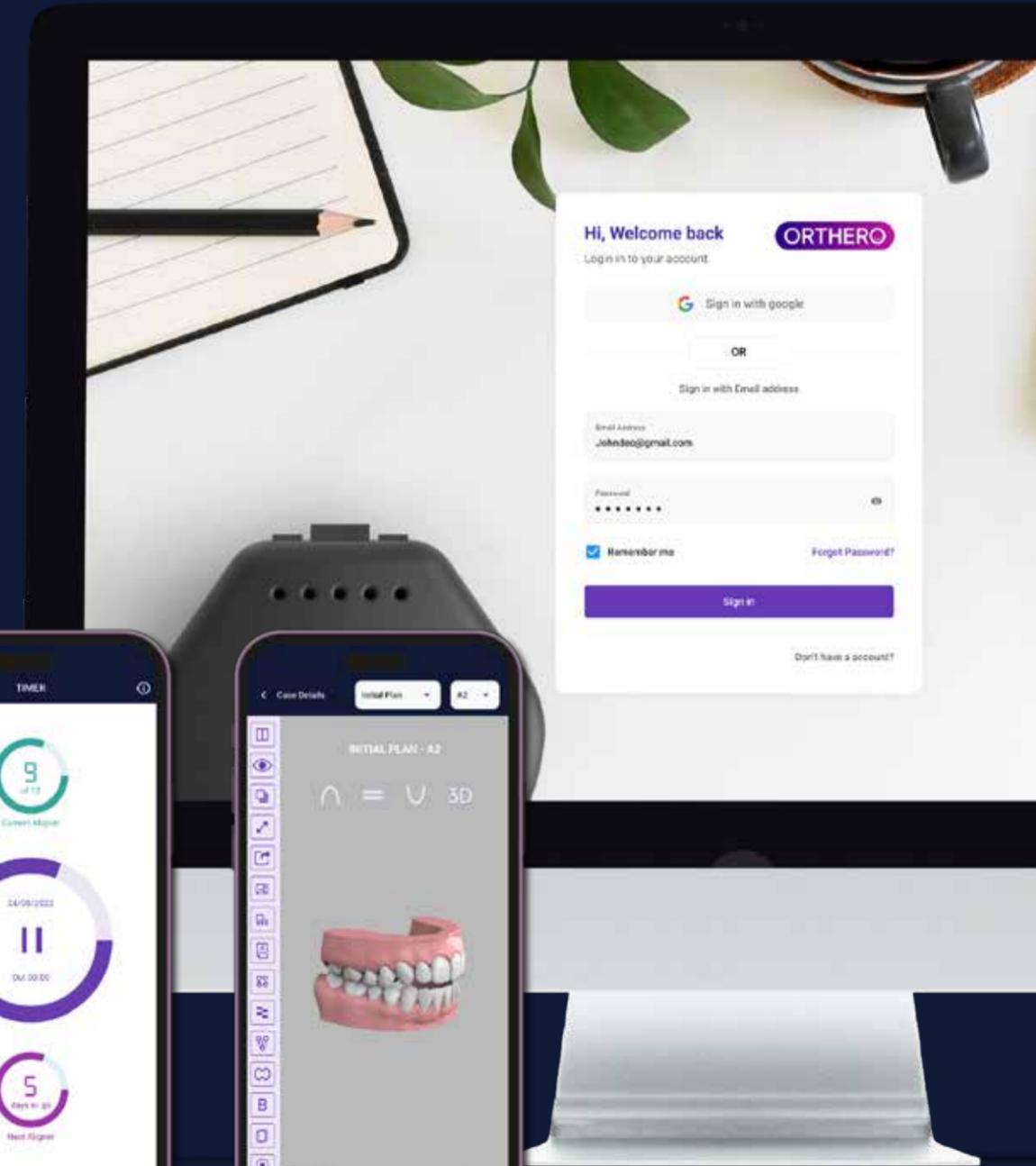
Client: Orthero Year: 2023



Patient App



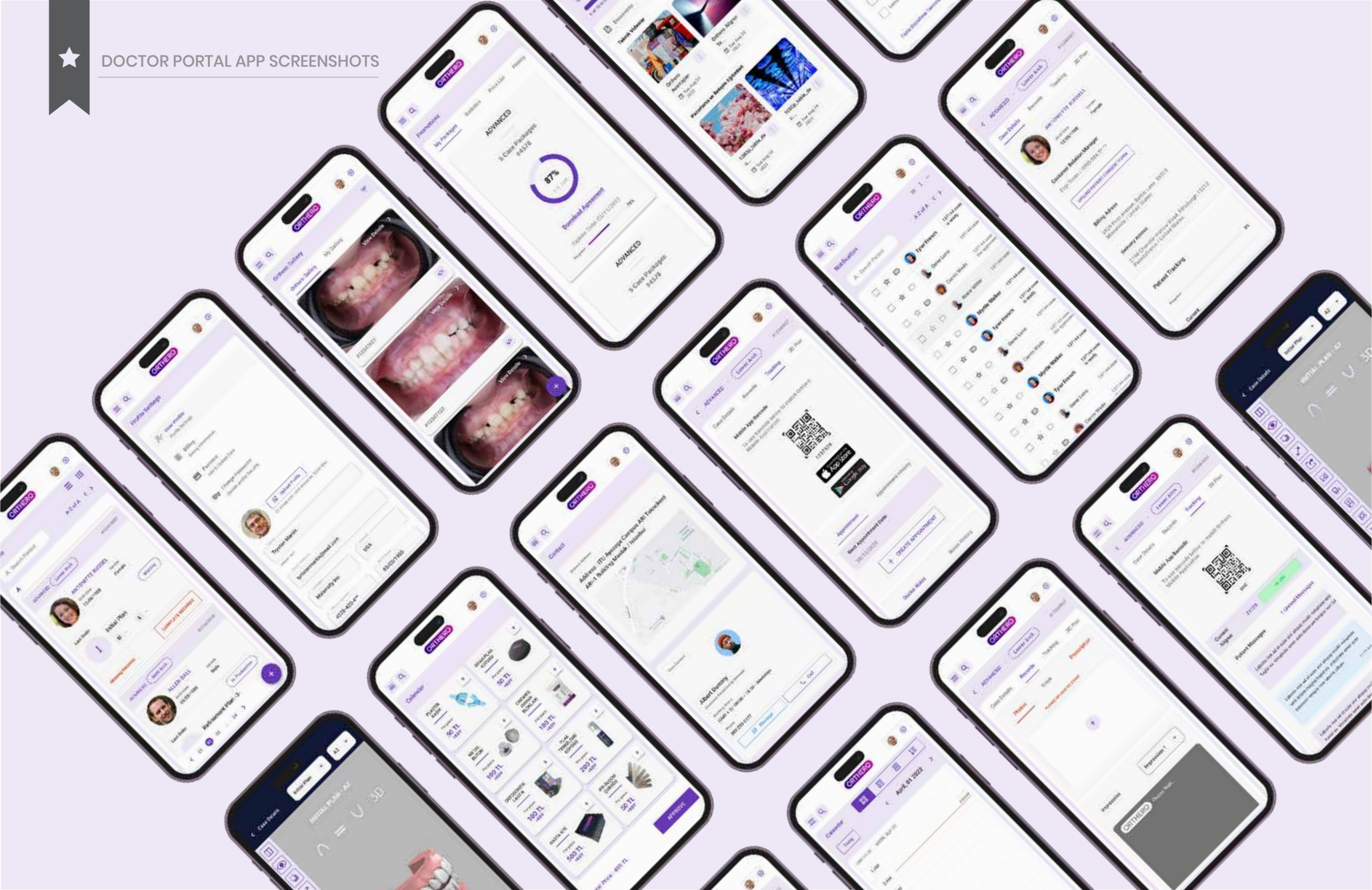
Doctor Portal App



Clinic Portal Web



# DOCTOR PORTAL APP SCREENSHOTS





## AN INTRAORAL DEVICE

Dormio of Respo Gadgets is an innovative and comfortable intraoral device which is used in the treatment of snoring caused by the obstructive apnea. We as Formeta Design, supported Respo Gadgets to consultate their product scenario and exterior design by creating a new way of analogy for Dormio as a pacifier for adults. With the help of this analogy, not only people's perceptions were changed when they were trying to classify the product in their mind, but also it was important for the R&D team to begin their benchmark because of matching existing products. Dormio converted into a seamless wellness product to increase individuals' sleeping quality. Besides its unibody appearance, Dormio is a functional and ergonomic product with its perfectly-fitted shape in any mouth. It supports keeping the jaw bone and tongue in line with what it should be, thus it prevents snoring and obstructive apnea while sleeping.

Client: Dormio      Year: 2017



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## A WEARABLE WELLNESS COMPANION

Paó is a wellness companion which combines innovative sensor technology with an aesthetic appearance. We have made a technical design of 'paó' by collaborating with Türker Acartürk. Paó, the smart reminder provides individuals to keep their spines in an ideal position and prevents postural disorders especially for the people who work long hours. Additionally, Paó enables to track fitness activities and creates body awareness by giving feedback. Also, supports individuals in the sense of living their better lives by its holistic approach to wellness. As Formeta Design, our mission on the project is making advance product design decisions to define the best proportions for the final product. Additionally, we have made a part design in order to regulate interaction between shell design and painted circuit board. The process was finalized with the mold design.

Client: Pao    Year: 2015



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## Entertainment

100 ★



RITZY POKER  
a Mobile Game

106



Devr-i Alem  
an Isometric City  
Game

108



TagTag  
a Social Media App

UI UX ID DV BS IL

## RITZY POKER – a Mobile Game

Ritzy Poker is a mobile game for IOS devices designed by Formeta Design. We made a design for whole game play and all user interactions. Game items such as playing cards, chips, money, playing tables and game play scenarios were designed in harmony with each other and the theme of the game "ritzy". Also, different status levels are added for the users and visualized with the honour circles.

Client: Ritzy Games Year: 2023



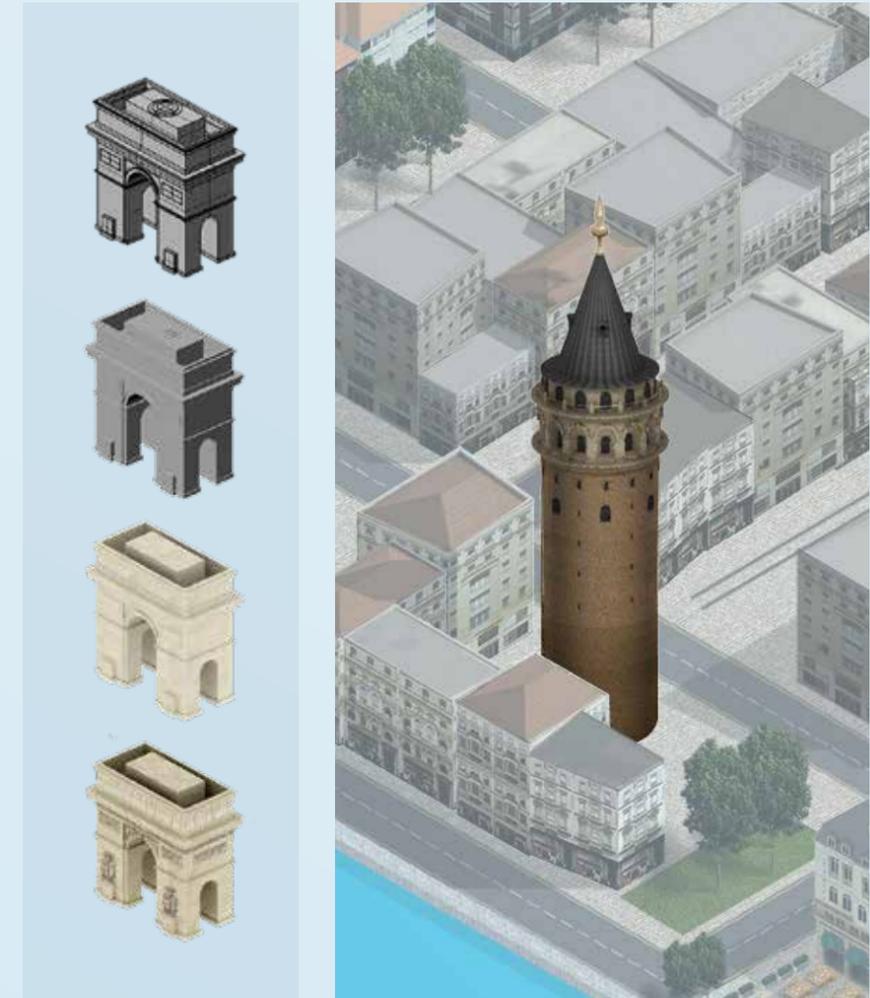
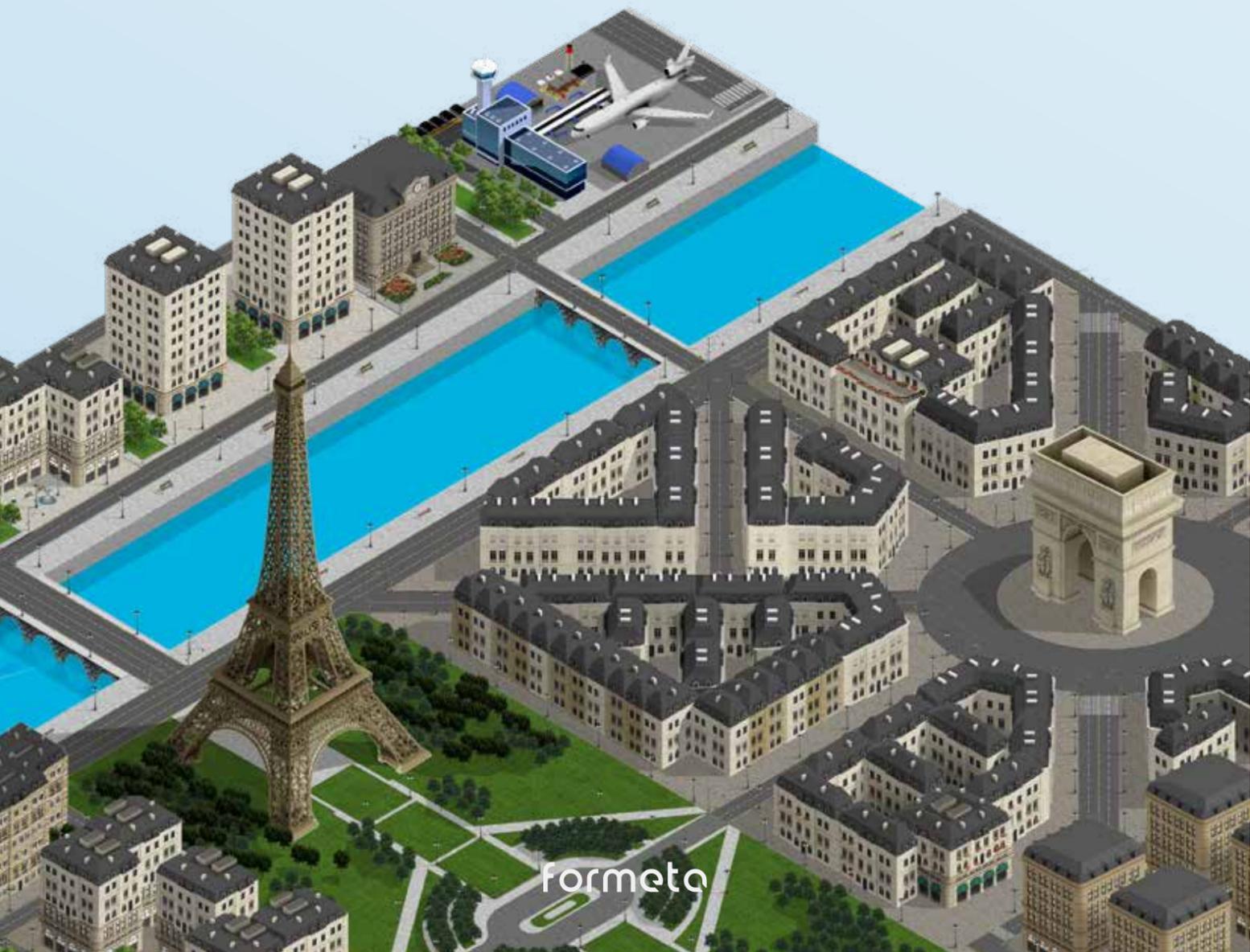




# Devri Alem - An Isometric City Game

Devri Alem, an interactive mobile game, enables you to redeem and spend your points, miles etc. by collaborating with other popular applications via your mobile and web browser. These 3d-illustrated-isometric-maps of 20 different cities from all around the world were designed and modelled piece by piece by Formeta Design collaborating with our designer friend Türker Acartürk. Our mission includes art directing, modeling, rendering and recombination of compact maps with several landmarks of the cities from New York to Istanbul. Furthermore, Most of icons and several interaction components were made by us to support the interaction team of the project. Devri Alem's whole rights were conducted and licensed by Pharos Media.

Client: Pharos Media      Year: 2014



# TAGTAG – a Social Media App

TagTag, an application for iOS devices, which helps people to learn regional popular posts in any social media tools projected by Formeta Design by collaborating with Onur Karşlı. The main purpose of this platform is to follow popular trends and hashtags by location. Thus adaptation of new cities, no matter because of migration or tourism, is much easier. Because interests, lifes and trends of people are reachable by checking hashtags they used in their lives. With TagTag, one can start a tour by selecting location, choosing and embedding social media tools and logging in. Moreover, TagTag allows users to be more visible in social media by showing and making individuals interact with popular entries.

Year: 2014



## APP FLOW





Web

112 ★

LIGHTHOUSE 4  
a Admin Panel

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Skysens 2.0  
an Admin  
Dashboard

116

a B2B Interactive  
Catalogue Web



UI UX IoT

# LIGHTHOUSE 4 - an Admin Panel

Lighthouse 4, licensed by our business partner Borda, is the admin panel of the company to control, organize and develop their operations. Unlike their previous versions, Formeta Design involved all the process of Lighthouse evolution. Thus design parameters and criterias were defined by our studio precisely to create a human-centered interface by our interaction design, our user-flows and card sorting methods. Our design team used mainly orange, dominated all the process because its corporate color of the company, and green in order to emphasize different tools from the screen. To make timeless design, maybe one of the most important things in this modern and rush era, we tried to use minimum design tools to define sophisticated systems into Lighthouse 4.

Client: Borda Year: 2020



## APP FLOW





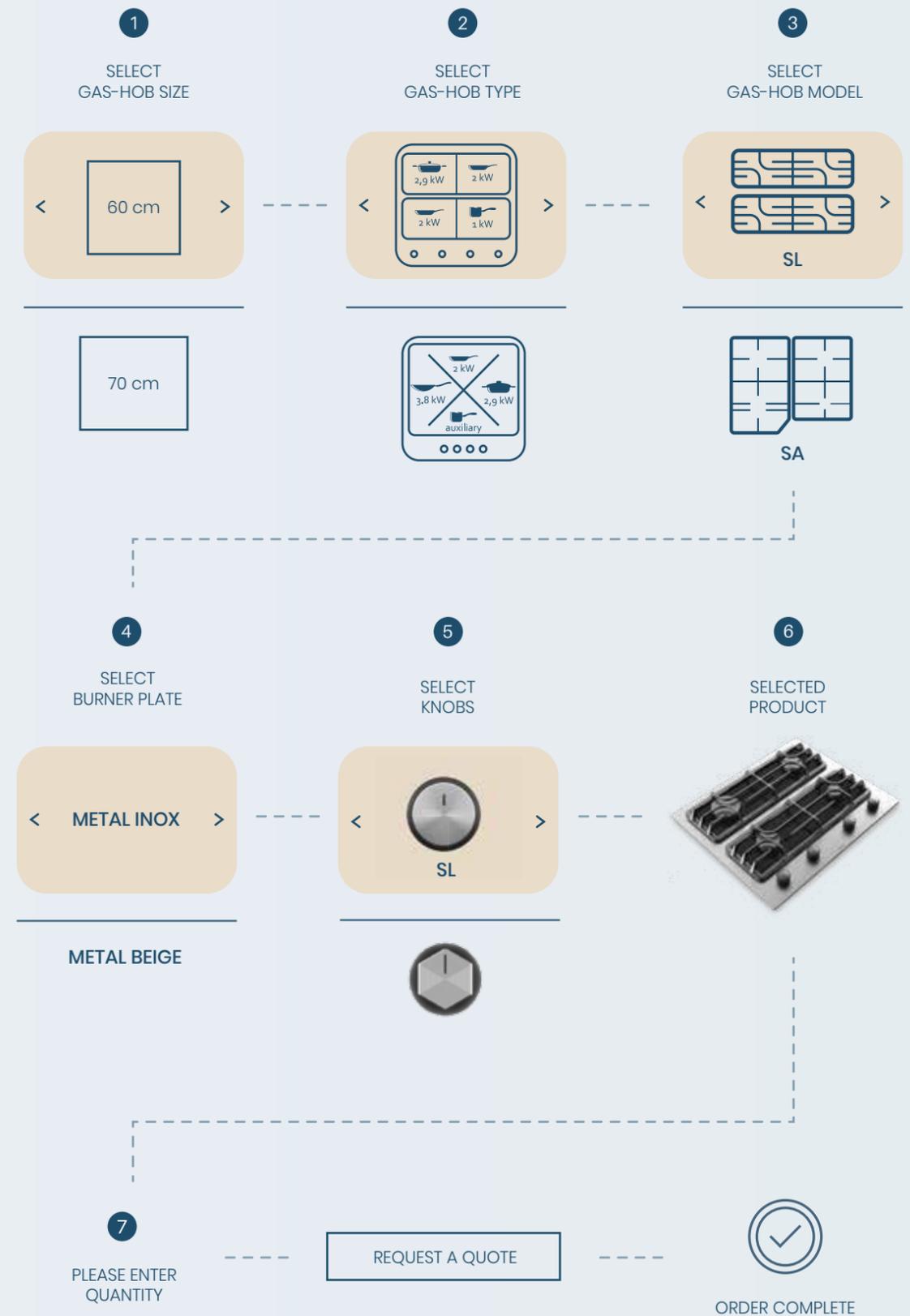
# an B2B Interactive Catalog

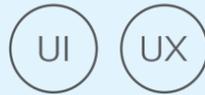


The new interactive catalog was created for the end user and commercial use in order to present the large amount of design alternatives that emerged as a result of our collaboration with Ferre. As the first phase of the project, just gas hob models and their variations were defined to test the usability and functionality of this catalogue. The user interaction is simple and easy-to-use, in fact there are just two parts, one of them was a simultaneous picking model and several specs to edit. These six technical specs which are hob sizes, hob types, models, burner tray types, knobs and pieces, affect the appearance of the product simultaneously while using an app. It enables the user to previews of whole products on the one page. While we as Formeta Design create new communication and disruptive way for our business partner, we remain Ferre's innovative and stylish brand perception in their digital catalog identity by using high-quality visuals.

Client: Ferre Year: 2019

## FLOW





# SKYSENS 2.0 – an Admin Dashboard

Skysens is a technology company established in 2015 strongly focused on industry-oriented wireless IoT solutions. It aims to create an easily applicable, simplified and high-performance IoT solution for every kind of industry and the other verticals such as buildings, cities, airports, stadiums, hospitals etc. Enabling a comprehensive and scalable end-to-end IoT solution with its own unique software, hardware, and design, Skysens had become one of the most growing IoT companies around the world among wireless IoT providers.

Client: Skysens    Year: 2021



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## IoT PLATFORM – ADMIN DASHBOARD





## Branding & Strategy

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ÇINKOSAN

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VİRA VİRA

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THE SIX TECH

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VORNE

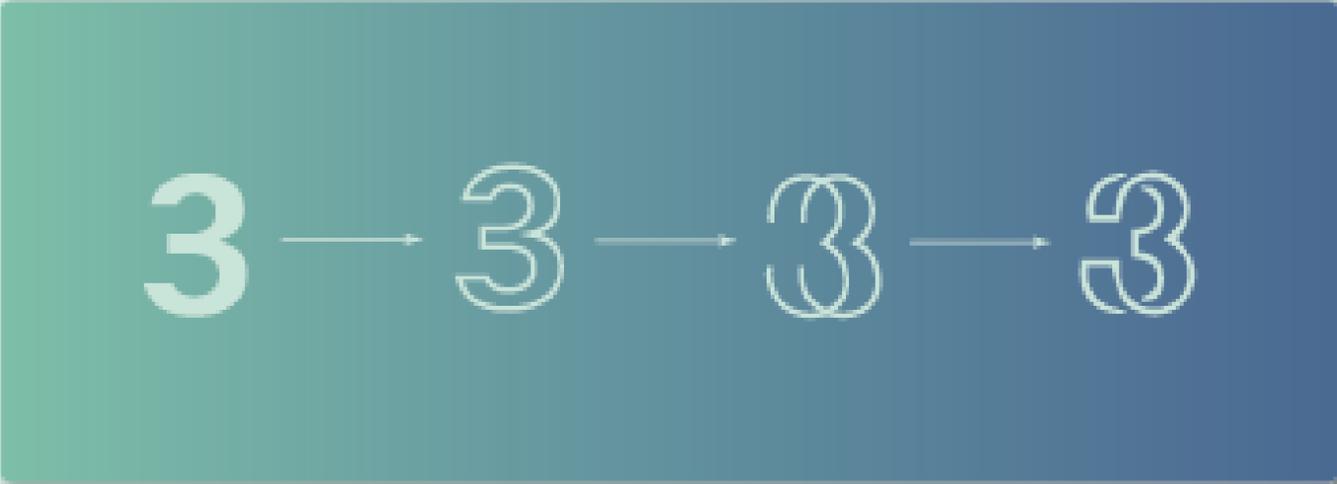


BS

# RESERVED

Reserv3d, a tourism startup for a reliable reservation system, has got its power from the potential and significance of the tourism culture in Turkey. The starting point of the project comes from the tourists which may encounter unexpected situations. The team of Reserv3d.com defined one of the common ones as misleading the guests by using the wrong visuals which do not reflect reality. Thus, Reserv3d ends this situation by offering individuals to the facility for booking by looking at the exact place with the 3D models of places which individuals will accomodate. Reserv3d.com is our own project with the aid of Artun Yanikbaca.

Client: Reserved Year: 2015



RESERV3D



RESERV3D



RESERV3D





BS

# WOLARF

Wolarf is the new supply chain management software of Menatek which aims to gather manufacturers from various industries. The logo of the company was designed by Formeta Design. The meaning of Wolarf which is the abbreviation of World Largest Factory was considered, during the decision making process of the corporate colors. Also, the line passing through the middle of the logo was added in order to give the logo a dynamic appearance. Besides creating a dynamic appearance, different spaces of letters were proportioned with this line. As a result, a harmony between the letters was achieved.

Client: Wolarf    Year: 2015



BS

CINKOSAN

YüzeY Kaplama Teknolojileri

Çinkosan is an established company in the coating sector. We, as Formeta Design, have conducted the whole design process of logo and corporate identity of the Çinkosan. Even though they work in different fields now, their journey has started with the electroplated coating workshop. So, we created the area on the logo which indicates anode and cathode and created the letters 'i' and 'ç' regarding the beginning of their journey. In addition, we identified navy blue as their corporate color which relates with stability, authority and productivity.

Client: Çinkosan Year: 2015



general schema showing the electrolysis process

shapes used to show anode and cathode

application of the shapes in the logo



CINKOSAN  
YüzeY Kaplama Teknolojileri

BS

viravira

We have made a logo design for Vira Vira the boat rental start-up. Considering the blue of the sea and the motion of the waves, we have designed the symbol of a sailing boat by changing the places of the writing symbols that we designed. We identified the strategy as to sail anytime for the sincere brand perception.

Client: Vira Vira Year: 2020



illustrating different sailboats

reducing illustration to basic shapes

finalizing the logomark in a natural style

BS

## THE SIX TECHNOLOGY SOLUTIONS

The corporate identity and logo of The Six Technology Solutions, Toronto-based technology startup, were designed by Formeta Design. The brand strategy of the company began with defining keywords to determine the impression that the firm wants to leave in its customer's mind. Two keywords such as 'Trust' and 'Collaboration' were defined. To resemble both of them together in brand positioning, we have used two shaking hands in order to represent specific keywords. In addition, to position the brand as a corporate company, we use dark blue which is the color of signifying the trustworthy, reliable and stable.

Client: The Six Technology Solutions    Year: 2015

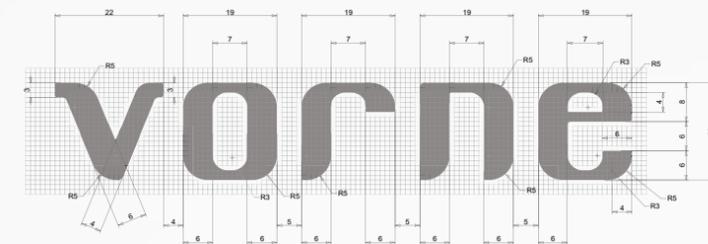


BS



Vorne, the new brand of Femaş Group, was created by Formeta Design for the domestic market. The main target product of Vorne is producing and selling built-in extractor hoods which differentiate from the company's other brands with its market. We, as Formeta Design, have made a design for the logo and the corporate identity of the Vorne after defining the brand strategy with our customer. The geometric sans serif font was created precisely to make the final design of Vorne's corporate identity which resembles technological and modern appearance although as seen at first glance in the letter 'V' has extended lines which imply their old-established brand identity.

Client: Vorne    Year: 2015







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